

# Chemist & Druggist

25 August 1973 THE NEWSWEEKLY FOR PHARMACY

**The Philishave  
3 Rechargeable 90 Super**

**The Philishave  
3 de luxe 90 Super**

**The Philishave  
3 Special 90 Super**

**The Philishave  
Popular 90 Super**

**The Philishave  
Compact 90 Super**

**The Philishave  
Cordless 90 Super**

**The Philips XTR7**

**The Ladyshave Special**

**The Ladyshave De Luxe**

**The Ladyshave Cordless**

**The Ladyshave Beauty**

**The Beauty Set**

## Shopfitting

SPECIAL SECTION

## Pharmacists chair three Area Boards

## 'Urgent' fee claim by contractors

**YOU CAN'T SELL EVERY CUSTOMER ON PHILIPS SHAVERS.  
BUT YOU CAN COME MIGHTY CLOSE.**



**PHILIPS**

Simply years ahead.



# What to do when your customers ask for pHisoHex

You are probably aware that in accordance with the new regulations limiting the hexachlorophene content of medicines, pHisoHex is now withdrawn from free sale over the counter.

If you haven't already returned surplus stocks of pHisoHex to your wholesaler, please do so now and you will receive a credit.

So what do you do now when a customer asks for pHisoHex?

## Recommend New Formula pHisoHex

There is now a new over-the-counter preparation called New Formula pHisoHex which complies with the new regulations. Tests carried out enable us to say that New Formula pHisoHex can be as efficient for the management of spots and pimples, and your customers who have used the old formulation in the past can be reassured with confidence that New Formula pHisoHex works.



## New Formula pHisoHex will be promoted as heavily as its predecessor.

A concentrated national advertising campaign using all the main teenage magazines will again be telling your customers that 'Spots Hate Clean Skin'.

Also available is striking display material.

You will remember the success you had with pHisoHex in the past. Now once again you can display and recommend a research backed preparation for the treatment of spots and pimples – New Formula pHisoHex.

## New prescription-only preparation

For prescriptions there is a new product, which is known as pHisoMed. Like its predecessor, pHisoMed provides 3% hexachlorophene and doctors will be prescribing it for acne vulgaris.



# WINTHROP

pHisoHex and pHisoMed are registered trade marks.



25 August Vol. 200 No. 4875

The newsweekly for pharmacy

114th year of publication

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John Thelwell

**Production** K. Harman

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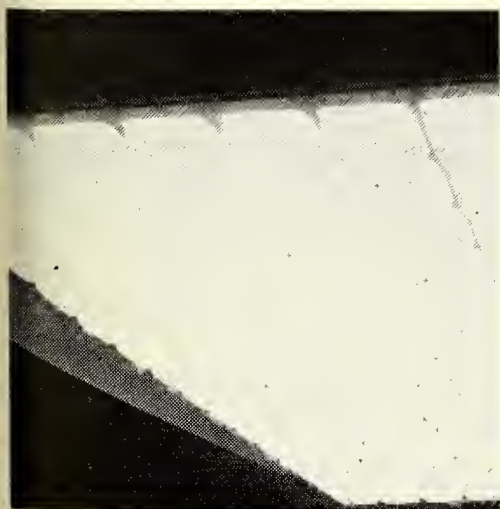
25 New Street Square, London EC4A 3JA

**Editorial and Advertisement Offices**

25 New Street Square, London EC4A 3JA (01-353 3212) Telex 27844

**Regional Offices***Midlands:* 240-244 Stratford Rd, Shirley, Solihull, Warwicks  
021-744 4427*North East:* Permanent House, The Headrow, Leeds LS1 8DF  
0532 22841*Scottish:* 74 Drymen Rd, Bearsden, Glasgow 041-942 2315*North West:* 491 Chester Rd, Old Trafford, Manchester M16 9HF  
061-872 5151*West Country and South Wales:* 10 Badminton Rd, Downend,  
Bristol BS16 6BQ—0272 564827**Subscription Department**

Lyon Tower, 125 High Street, Colliers Wood, London SW19 01-542 8575

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section, p250



# Seven Regional Authorities include pharmacists

Pharmacists have been appointed as members of seven out of the 14 English Regional Health Authorities, and chairmen of three Area Health Authorities. Four members of the Pharmaceutical Society's Council are among the chosen.

Announced by the Department of Health this week, the Regional appointments are: Mr J. C. Bloomfield (Wessex), Mr E. A. Hebron (Mersey), Mr F. Orrell (Trent), Mr W. P. B. Phillpot (Oxford), Mr H. Steinman (North Western), Mr W. E. Walton (South West Thames) and Mrs B. J. Young (South Western).

Included in 84 chairmen for the new Area Health Authorities are: Mr F. A. C. Bannister (Walsall), Mr W. M. Darling (South Tyneside) and Mr C. C. B. Stevens (Cheshire). Mr A. A. Gray, deputy chairman of the Wellcome Foundation, has

been appointed chairman of the Hertfordshire area health authority.

A total of 25 further appointments to Regional Authorities and chairmen of the remaining six Area Health Authorities are to be announced later. The Regional Authorities will start work at once and one of their first tasks will be to select and appoint members to the Area Health Authorities. Others will be appointed by the appropriate non-metropolitan county councils, metropolitan district councils or London borough councils and some members of the Area Health Authorities (Teaching) will be appointed by the Secretary for Social Services.

## Principal pharmacist for Leeds information service

Miss Elizabeth Morrison has been appointed principal pharmacist responsible for the Leeds Regional information service—thought to be the first such appointment in the country.

Miss Morrison will be responsible for the Poisons Information Bureau and the drug identification service to the Leeds Regional Hospital Board and the United Leeds Hospitals. The service, based at Leeds General Infirmary, is being expanded onto a regional basis. Later expansion plans include providing a service for retail pharmacists and general practitioners.

Miss Morrison gained a BSc honours degree in pharmacy at Strathclyde University in 1967, and later obtained an MSc from Heriot Watt University. After working for some time at Addenbrookes Hospital, Cambridge, and the Western General Hospital, Edinburgh, she moved to the General Infirmary at Leeds as a resident pharmacist. For the past year she has been senior pharmacist in charge of the drug information centre. In her new position she will be supported by staff grade pharmacists with responsibility for information in each of the Region's areas.

## 'Many medicines cheaper than prescription charge'

Almost one-third of all medicines prescribed by doctors can be bought over the counter at less than the prescription charge, claims a Scottish newspaper article.

A recent *Sunday Mail* report quotes a pharmacist as saying that the "most glaring" example of over-charging is glyceryl trinitrate for angina sufferers. The normal prescription is around 40 tablets and they cost only 8p per 100. Other examples quoted include phenobarbitone tablets, penicillin tablets and antihistamine ointments.

A spokesman at the Drug Account Office for Glasgow and West of Scotland told the

paper that while there is no rule that chemists must tell patients their medicines are cheaper, many of them do. Another pharmacist said that the charge is not supposed to bear any relation to the cost of the medicines.

## 'Cut price' shopkeeper jailed overnight

Mr Roy Sylvester Smethurst spent a night in prison for contempt for selling medical products at cut prices at his premises, Cosmeda Chemists, High Road, Balham, London SW12.

Mr Justice Megarry in the High Court on July 20 ordered his committal to prison for disobeying an injunction granted to Beecham Group Ltd a year ago that he was not to sell their medicines under list price. He was arrested on August 9, but released the following day on application to vacation judge Mr Justice Michael Davies.

On Wednesday *The Sun*, under a heading '3½p off gripe water jails Roy', quoted Mr Smethurst as saying that 18 pence was a ridiculous price for Dinneford's gripe water. He claimed he did not attend the court as a sudden flood in his basement and chaos of dealing with VAT drove it out of his mind. Beechams are quoted as saying that they knew about Mr Smethurst's imprisonment, but felt it arrogant to intervene. *The Sun* commented, "Isn't it arrogant to put out of business a man who tried to cut prices for his customers?"

## South Africa standardises milk dilution

All dried milk manufacturers in South Africa will adopt a standardised dried milk dilution from 1974, according to a letter in last week's *British Medical Journal*.

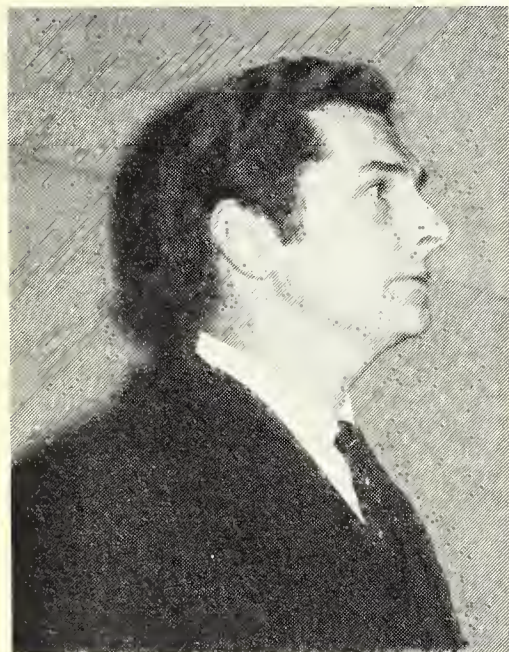
For unmodified milk formulae the dilution will be one 5ml scoop to 25ml of water and for modified milk formulae it will be one scoop, of a size determined and provided by the manufacturer, to 25ml of water. All feeding bottles will be a standard 250ml with 25ml divisions. Instructions to mothers can then be simplified to one scoop per division on the bottle whatever milk powder is used.

## Death caused by anti-perspirant?

An anti-perspirant aerosol spray was responsible for the death of an 18-year-old boy according to Dr R. Sladden, consultant pathologist, Northampton General Hospital.

Dr Sladden told an inquest at Daventry that the propellant in the anti-perspirant spray found beside the boy, Raymond Collingwood, caused "freezing in the lung tissues resulting in the loss of oxygen and death".

The British Aerosol Manufacturing Association's code of practice recommends that certain safety warnings, such as keep away from heat and not to be punctured should be on the label. A spokesman for the Association however said that adding a "do not inhale" warning might encourage people to do just that.



Mr. Darling above, Mr. Stevens below.





# 'Urgent' fee claim will reflect 'disturbance'

A new claim for increased "urgent" prescription fees is to be submitted to the Department of Health by the Central NHS (Chemist Contractors) Committee. At the committee's July meeting it was decided that the claim should reflect the "disturbance" factors involved in dispensing these prescriptions, and that a mileage allowance should be included where appropriate.

It was confirmed that the report of the "discount" inquiry would be available at the next meeting of the committee.

A letter had been received from the Department stating that because of problems of categorisation under the Governments' price and pay code they were not, as yet, in a position to reply to the claim for an increase in locum fees for pharmacists attending refresher courses.

It was decided that a meeting should be arranged between representatives of the Committee and officers of the Department to discuss the anomalies in the numbers of prescription charges to the patient for combination packs ordered on Form EC10.

It was reported that a reply was awaited from the Department to the representations made by the Committee concerning daily supplies of medicines to specific patients.

The Department had expressed concern about patients cashing receipt forms EC57 that they had obtained from pharmacies from which they had not obtained medicine. It was agreed that publicity would be given to the importance of issuing receipt forms only at the time prescription charges were paid.

After considering correspondence from the Department and Pharmaceutical Society concerning dispensing in rural areas, it was decided that a further meeting at an early date be sought with the Department.

The Committee decided that problems arising from doctor deputising services were usually local matters best dealt with by individual pharmaceutical committees in consultation with their local medical committees. A letter from the West Riding of Yorkshire LPC had proposed that the Central Committee should form a working party to collect information on deputising services in operation throughout the country with a view to compiling a register and circulating information to LPC secretaries.

## No cure for baldness says 'Which?' report

"There is no cure or help for male-pattern baldness, so don't look for it. If you do . . . you will find no shortage of people who claim to be able to help and who'll put a lot of effort into persuading you to waste money on their treatments."

That is the conclusion reached by the

August *Which?* report on baldness treatments.

Two balding men were examined by a consultant dermatologist who diagnosed male-pattern baldness "for which he could offer nothing but sympathy." The two men then visited hair clinics in different parts of the UK.

Treatment, which included ultra-violet and infra-red radiation, electrotherapy, massage, shampoo, lotions or creams, was offered on every occasion, according to the report. Courses of treatment were to cost up to £120, on average about £60.

Diagnoses were frequently wrong or exaggerated—the baldness was linked to seborrhoea and dandruff which has nothing to do with baldness, claims the report. Psoriasis was occasionally falsely diagnosed, a condition which would have needed more treatment than the rays and lotions recommended.

Among other *Which?* members attending clinics for treatment, some thought their rate of hair loss had slowed but only one thought the treatment worthwhile. Other members received lotions, creams or shampoos by mail order, none of which helped their baldness, claims the report.

*Which?* calls on the Newspaper Pub-

lishers Association to follow the lead of the Independent Broadcasting Authority and advise its members not to "publish advertisements for any organisation offering to treat hair loss".

## 110 photography 'worth considering'

The Kodak Pocket Instamatic 300 (£17.60) is considered good value for money in the August *Which?* report on eight 110 pocket cameras.

Some 110 cameras take photographs, especially colour enprints, of comparable quality to those taken with a good 126 camera and almost as satisfactory as those taken with a good compact 35mm camera, according to the report.

One major drawback with the 110 cameras when taking flash portraits was that light from the Magicube flash was reflected back from the subject's eye into the camera lens because of the proximity of the bulb to the lens. Kodak's Magicube extender (£0.86) was found to overcome the problem.

Apart from criticisms concerning film winding mechanisms, all the people who tested the cameras found them easy to use, says the report. The lightness of the cameras made it more difficult to hold them steady while the shutter release was being pressed.

Taking prints, the investigators obtained good results with Kodacolor II film. For slides, the report recommends investment in a 110 Retinamat projector as preferable to using a 35mm projector with the 110 slides mounted in plastic adaptor slide mounts.

The report concludes that 110 photography is "worth considering if you're particularly keen on having a camera you can carry around wherever you go—but perhaps really satisfactory only with colour prints".

# Coupons on the increase

The number of coupons redeemed in Great Britain increased by 25 per cent, reaching a total of 300 million, during the year up to mid-1973, according to Nielsen Clearing House estimates. Eighty per cent of the coupons came from 20 manufacturers and a further 17 per cent from the next 40 manufacturers.

The latest *Nielsen Researcher*, published by the A. C. Nielsen research organisation, shows that in the 12 months to mid-1971 the total coupon redemption was only 100 million—a figure which increased to 240 million in the next year. The average face value of coupons has risen to 3.5p.

The *Researcher* reports that reduced price offers were still the most popular form of promotion in the period January-February 1972, claiming 54 per cent of the total. Self-liquidating offers at 27 per cent were the same as in 1972 but coupon promotions rose from 16 to 19 per cent of the total between 1972 and 1973.

The comparison of redemptions in relation to method of coupon distribution showed the best results achieved by door-to-door methods, with some 20 per cent redeemed within 10 months. On-pack coupons came next with about 11 per cent redemptions followed by magazine coupons with about 9 per cent. However, on-pack is the most popular method of distribution accounting for 55 per cent of the total (62 per cent for non-food brands) with only

30 per cent going out by direct mail or door-to-door.

From the manufacturer's point of view the *Researcher* says that well-planned coupon promotions are consumer orientated and flexible and they "move merchandise". However, it is accepted that retailers may feel differently about these promotions and a survey of independent grocers produced the following recommendations for the improvement of schemes: Make coupons uniform in size and texture; improve the design and avoid confusion with flash-packs; avoid expiry dates; make sure the product is in the wholesaler before the coupon is dropped; give retailers advance warning so they can stock up; tie-in with more in-store support; standardise handling allowances.

The *Researcher* suggests the use of coupons approximately the size of a £1 note, which are attractive but uncluttered so that the terms of the offer and the coupon value will be quickly understood. "We also support retailer's criticisms of expiry dates which are a complication to be avoided. Retailers should be reimbursed for all coupons that have been properly redeemed just as soon as possible." It is also suggested that no coupon should have a face value of less than 20 per cent of the product's normal retail price.

Chemists redeeming more coupons—see Comment p249.



## Irish warning on digoxin tablets

Irish doctors are being advised to specify the manufacturer of digoxin tablets on their prescriptions and patients' records.

In a statement the National Drugs Advisory Board says "it has been shown that an individual patient does not necessarily absorb similar amounts from the different brands of digoxin tablets, even though these are given in identical doses. For this reason the substitution of one brand of digoxin tablets for another may result in a loss of satisfactory control of digitalisation."

The statement adds that the Board is not yet able to assure doctors that the digoxin tablets currently available in the Republic are of equivalent bioavailability, so urges doctors to maintain their digitalised patients on the brand with which treatment was begun.

## NI Council nominations

Nominations for candidates for the Council of the Pharmaceutical Society of Northern Ireland should be sent to The Secretary to arrive no later than noon, Monday, September 3.

## Ulster NHS conference

A one-day conference on pharmaceutical aspects of Northern Ireland NHS re-organisation will be held in the new Craigavon hospital at 10 am on Sunday, September 2.

Invitations are being addressed to all members of Area Pharmaceutical Advisory Committees, pharmacist members of Area Boards and area hospital pharmacists. Confirmation of attendance must be in the hands of Mr Ritchie, LPC Secretary, 73 University Street, Belfast BT7 1HL, before August 28.

## UCA conference programme

The UCA conference is being held this year at Slieve Donard Hotel, Newcastle, co Down, September 21-23.

Social events begin on the Friday evening and business gets under way on Saturday with a paper on "A personal look at European pharmacy" by Mr W. A. G. Kneale, EEC liaison secretary, National Pharmaceutical Union.

Sunday's topics are "Has pharmacy a future" by Mr A. Howells (a member of Council, Pharmaceutical Society of Great Britain) and "Professional—trading—management—Is there a conflict" by Mr A. G. Trotman (chief executive, NPUM).

A full programme of events for ladies and families has been arranged.

The inclusive hotel charge for resident members is £15.50.

### Committee nominations

Nominations are now being accepted for the Executive Committee of the Ulster Chemists' Association. Nominations, signed by proposer and seconder, must be received by midday September 20. The following Committee members are eligible for re-election: Messrs G. M. Armstrong, W. J. Bolon, F. A. Dundee, J. Knox, W. C. Magee, W. Martin, T. I. O'Rourke and Mrs A. S. G. Watson.

# Company News

## Three US cough medicines bought by Fisons

Fison Ltd's US subsidiary has acquired exclusive world-wide rights to three cough medicines. The products, Tusscapine brand suspension, Noscatuss tablets and a combination preparation in suspension form under development, were bought from Key Pharmaceuticals Inc of Florida by Fisons Corporation, Bedford, Massachusetts, for \$250,000.

Fisons plan to market Tusscapine and Noscatuss during the US coughs and colds season as a companion to Intal cromolyn sodium capsules. They say that the additional preparations further complement the range of products acquired during the past year from the USV Pharmaceutical Corporation and Cooper Laboratories Inc.

## Roche deny cut in services

Roche this week denied that they are to cut a number of services to doctors and hospitals in the UK.

A report in the *Financial Times* last week said that Roche were to provisionally reduce a number of services hitherto granted free to doctors and hospitals in the UK. The report was attributed to a statement made by Dr Alfred Hartmann, the Swiss parent company's vice-president. Dr Hartmann was also quoted as stressing that as the additional figures supplied by Roche to the Government had not been published, this confirmed that the additional information was immaterial in forming the Government's decision.

A spokesman for Roche Products Ltd stated that what Dr Hartmann meant was an "internal streamlining" and in no way affected Roche's information services to doctors or hospitals. All that could be affected would be applications for donations to outside projects, but major grants would not be cut.

## Alterations to Boots' premises

Boots Company Ltd have placed orders worth over £750,000 with the building division of William Press & Sons. The work includes the completion and fitting out of Boots' Middlesbrough branch, altering and extending their Scarborough branch, alterations to shops at Sunderland and Redcar, and alterations to buildings at Eaton, Tees-side and Sunderland to form stock warehouses.

### Briefly

**McKernan Chemical Developments Ltd** have acquired the share capital of M. P. United Drug Co Ltd, manufacturer of speciality grades of anhydrous calcium chloride for the chemical, food and pharmaceutical industries. The company will

continue trading under its own name. McKernan Chemical Developments are a technical consultancy organisation backed by the quoted public company, Chemical Securities.

**Centro Industrial Bioquimica**, has been established in Mexico by the Cia Nacional Financiera, SA, and a group of Mexican pharmaceutical firms in order to produce penicillin. The plant is to be constructed at Ramos Arizpe (Chihuahua State) at an estimated cost of (US)\$2m (equivalent) and is expected to be in production in 1981 with an output sufficient to replace present imports. Japanese process technology is to be used in the new plant.

**Profarma** who were recently acquired by Boots Farm Sales Ltd (C&D August 1 p172) had annual sales of approximately £1m a year and not as previously stated. The combined business of Boots Farm Sales is expected to be around £7m a year.

## Appointments

**Wellcome Foundation:** Mr J. W. Poston, BPharm, MPS, has joined the UK medical division as medical information executive. He will be responsible for answering technical queries and assisting with clinical trials on the company's products which



are concerned with the cardiovascular and central nervous systems. Previously Poston worked at the Queen Elizabeth Hospital, Birmingham.

**Schering Chemicals Ltd** the UK subsidiary of Schering AG, Berlin, have re-organised their marketing department. Mr R. Peacock, B.Sc, now heads a new market services section; Mr M. D. Young, F.I.P., is responsible for an expanded group product management section; Mr R. G. Cairns, MPS, formerly sales manager, is responsible for a new and innovative section, namely, educational services; Mr W.



Crothers, sales manager (designate); Mr G. S. Blackie, marketing liaison manager; Mr N. Court and Mr J. Ansell, product promotional planners; Mr E. Gillians, sales administration executive; and Mr D. J. Aldrick, marketing research executive.

**CIBA-Geigy:** The photographic group of CIBA-Geigy has reorganised its publicity function which will now be known as information and promotion. Appointed as head of this function from October 1 is George Ashton of Ilford Ltd, the principal partner in the group. The department will be part of the new photographic group sales and services organisation recently set up under John S. Fraser.

**Roger & Gallet Ltd** have appointed Mr R. A. Llewellyn as managing director of the UK subsidiary of the Paris company. Mr Llewellyn has been general manager of the company for the past four years.

## People

**Mr John M. Clancy**, BSc, lecturer in pharmaceutical chemistry in the College of Pharmacy, Dublin, has been awarded the PhD degree by the Senate of the National University of Ireland for a thesis on "Studies in the chemistry of sulphur analogues of coumarin".

**Mr Andrew A. Egboh**, registrar, Pharmacists Board, Nigeria, is in Britain studying quality control and registration procedures under the Medicines Act. He will attend the British Pharmaceutical Conference and be in Britain until early October. If any Nigerian pharmacists or students wish to contact him, they can do so through Dr T. D. Whittet at the Department of Health (telephone 01-638 6020).

### Deaths

**Waksman:** Dr Selman Waksman, who discovered streptomycin in 1943, has died at Hyannis, Massachusetts, USA, aged 85. He coined the term "anti-biotic" in 1941 and won the 1952 Nobel Prize for Medicine.

## News in brief

□ The Home Secretary has restored to Dr James Gordon Brown Hendry, 1 Ossian Road, Newlands, Glasgow 3, authority to possess, prescribe, administer, manufacture, compound and supply and to authorise the administration and supply of S2 (part I) Controlled Drugs.

□ The index of retail prices in July was 179.7 (January 1962 = 100), compared with 178.9 in June. The index for all items excluding food in July was 175.0—an increase of 0.5 per cent on June.

□ A plant for the extraction of pyrethrum is to be built in Bolivia by COMIBOL (Corporacion Minera de Bolivia) and a local firm named Pyretrum.

# Topical reflections

BY XRAYSER

## Unwanted

Your report of the collection of unwanted medicines and chemical substances varies little from earlier reports in different parts of the country. The statistics suggest that we are perhaps not the nation of persistent medicine takers maligned on occasion by successive Ministers of Health, but rather one of medicine hoarders. Human nature being what it is, we cry for help in our hour of need; the doctor prescribes; we feel better, and the latest bottle of capsules is relegated to the medicine cabinet—if there is one.

The report is right in urging the encouragement of patients to complete their course of treatment. That is particularly important with antibiotics, and it is a testimony to their effectiveness that an early sense of hope and relief causes the patient to forget he has been ill and discard the treatment. In addition to the campaign with its dramatic returns. I have no doubt that Leeds, like other places, is in receipt of a fairly steady trickle of returned tablets and capsules no longer in use for one reason or another.

The surprise in the reported collection was 28lbs of white arsenic, some other arsenicals and 10lbs of a cyanide fumigant. I assume that the lethal assortment was very much unwanted and that the owners had had many anxious nights before the heaven-sent opportunity presented itself of getting rid of the stuff for ever.

Such things can be an embarrassment, as a colleague once found when he took over a market business and "inherited" along with it no less than 3 cwt of white arsenic. Fortunately, he was able to arrange for its disposal, but there were sundry other articles no longer required, one of which was two pounds of phosphorus. That took up little space and appeared to be safe enough until we were suddenly plunged into war in 1939. Its presence then was most unwelcome, but once more there was an escape, for the local Fire Service was desperately anxious to procure some phosphorus for fire-fighting exercises and my friend attained a degree of popularity beyond his wildest dreams. The years fell from him.

### Noxious substances

Many years later the headmaster of the local school discovered in his chemistry department two pounds of white arsenic and some potassium cyanide, took fright, and brought them to the pharmacy. He was naturally anxious to be rid of his dangerous cargo, which had been forgotten for years. It was, admittedly, less than my colleague had owned at one time, but it presented those same hazards which had haunted him on the earlier occasion. He suggested that the schoolmaster take it all to the police, since if he accepted it, it would merely be transferring it from one locked cupboard to another. The constabulary took it into custody and, last time he heard from them, they were still trying to get rid of it.

I wonder what "special arrangements" were made in Leeds to dispose of those toxic materials? My colleague feels that his standing with the local force might improve if he could offer some help. He would then, he feels, no longer need to cross the street or dodge into a supermarket on seeing the familiar uniform. Publicity of the kind undertaken in Leeds is extremely valuable in the interests of public safety, for, according to report, a good deal of noxious waste is dumped by stealth, constituting grave hazards to the surrounding countryside.

But such campaigns require periodic following-up on a national scale and pharmacy must be ready to assist, despite one pharmacist's backsliding in the case of the school arsenic.

\*The disposal was undertaken by a specialist company which had obtained the necessary authorisation—Editor.





## We're back on the box.

Clearasil Cleansing Lotion, the UK's largest selling cleanser for oily skin, is back on television with an intensive 4-week campaign starting September 1st.

And if that's not enough, we're backing it up with a massive £80,000 colour page campaign aimed at reaching 85% of young people.

So what does it all mean for you, the chemist?

The answer's simple. So that you can benefit from this special advertising burst we suggest that you stock up well and display both the 100cc and the new 25cc sizes.

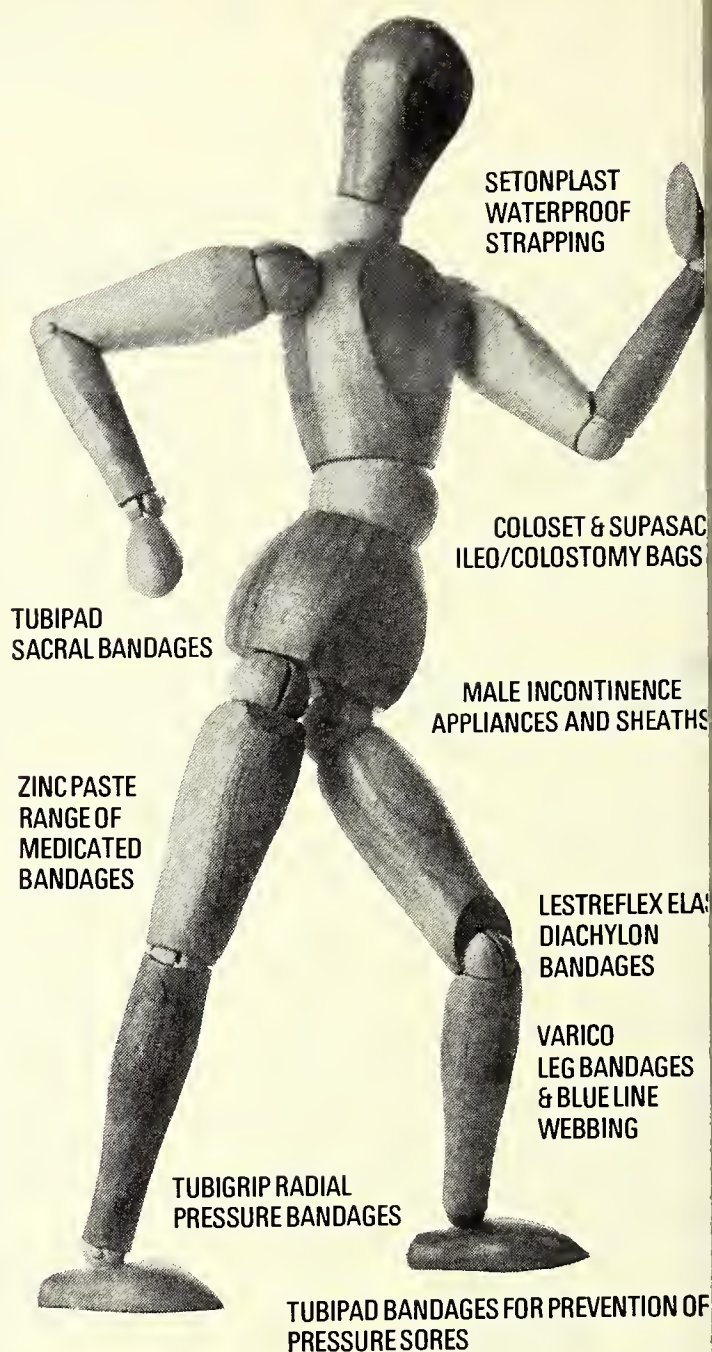
Your customers are going to benefit from a product that will help with the problems of oily skin.

And you're going to benefit from big extra sales.

And big extra profits.



**Clearasil Cleansing Lotion**  
tackles the problems of oily skin.



## Seton have the subject well covered...

...by a wide range of Surgical Dressings and appliances. They are now being regularly prescribed by General Practitioners, and can be obtained through any Wholesale Chemist. Trade Price Lists and further information regarding these and other products will be supplied upon request.

**BATEMAN-JACKSON**

Tubiton House, Medlock Street, Oldham, OL1 3HS, England  
Telephone 061-652 2222 (5 lines) Telegrams "TUBITON" Oldham

a member of the **Seton** Group

Distributors of Seton Specialised Surgical Dressings and Appliances



# New products and packs

## Cosmetics and toiletries

### More Mavala shades

Mavala have introduced four new shades to their "World of Colour" nail enamel series which now comprises 38 shades. These colours are Deauville, a warm apricot shade; Glasgow, primrose yellow in creme texture; Pretoria, an ice blue in creme and Cayenne, a rich pepper shade also in creme.

Mavala have also introduced a new pack size of their 002 superbase/protector (£0.52) (Mavala Laboratories Ltd, Mavala House, High Street, Horley, Surrey).

### Colourful eyeliner

Max Factor have added three new colours to the range of both cake eyeliner (£0.35) and Hi-Fi fluid eyeliner (£0.40): frosted emerald, frosted azure and frosted violet. Designed to match—or contrast—with various eyeshadows, they are said to emphasise the eye, making it appear larger and more colourful (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

### Bonne Bell additions

Four new eyeshadow colours, three Lipglazer shades and a blusher concentrate have been added to the Stack Packs range from Bonne Bell. Stack Packs are small screw-together pots of colour (£0.65).

The new Velvetone eyeshadows are russet shimmer, blue shimmer, grey shimmer and aqua shimmer; the Lipglazer colours are Strawberryglaze, Appleglaze and Melonglaze. Blush-A-Round blusher concentrate is available in Just-About-Red only.

Also from Bonne Bell are Ambergris and Civet perfumes (£2.45) which join Musk in their Skin fragrance range. Ambergris and Civet are described as sensuous scents that blend with body warmth (Bonne Bell Cosmetics Ltd, York House, Empire Way, Wembley, Middlesex).

### Crystal Clear from Cyclax

Cyclax have created a new range of skin-care products called Crystal Clear Gels which all have lemon and lime fragrances. The range comprises Clear Gel cleanser (£1.00) which helps float out stale make-up and surface oil deposits; Clear Gel freshener (£1.00) said to soothe and tone the skin; Clear Gel moisturiser (£1.50) to be used day or night to help moisturise and protect the skin; and Clear Gel face mask (£1.25) a cooling wash-off mask that is, say Cyclax, an "ideal pick-me-up".

The four gel skin care preparations are packaged in light see-through poly bottles with yellow and purple graphics and yellow caps. Each product will carry a tag leaflet listing the product ingredients.

Also new from Cyclax is cover creme make-up (£1.45) a natural make-up for all

skin types that is said to cover tiny flaws without the complexion looking "cakey". The product contains moisturising and sun-screening ingredients and is also non-perfumed. Presented in a purple and silver compact, cover creme make-up is available in six shades. A special sponge in a pocket for easier application is also available.

Another new range of skin care products is the Cyclax Nature Pure Method, comprising four basic items created for fine and sensitive skins; Nature Pure Milk and Honey cleanser if the skin tends towards dryness (£1.30, £2.20) and Nature Pure Cream Cucumber cleanser if it tends towards oiliness (£1.90); Nature Pure Flower Balm freshener (£1.20, £1.95) for all skin types; Nature Pure Milk of Roses moisturiser (£1.25, £1.70) and Nature Pure Honey and Almond night cream (£1.60, £2.35). An additional product is their Nature Pure Avocado vitamin cream (£1.65, £2.40) which should be used occasionally as an intensive over-night cream if the skin is extra fine and sensitive.

This range is packaged in white pots in silver and purple cartons and frosted bottles with purple graphics (Cyclax Ltd, 65 South Molton Street, London W1Y 2BS).

### Tawny extend range

Tawny have launched a range of eyeshadows in eight shades, four pearl: Ocho Rios, Reggae, Sea Isle, Starapple; and four matte: Hibiscus, Coffee Mate, Rock Steady, Nile Blue. The formula, say Tawny, has been specially prepared for darker skins with an increased density of colour and evenness of texture.

Also new from Tawny is nail lacquer remover, said to contain almond oil to prevent excessive dryness and breaking of the nails.

A new shade has been introduced to the eye liner range, Ultimate black, and a new shade of eyebrow pencil is bold brown.

All the products will be available from September (Tawny, Girl Cosmetics Ltd, Surbiton, Surrey).

### Melody relaunched

Elida Ltd, Portman Square, London, are to relaunch Melody hair colourant with the "most comprehensive range of subtle shades on the market."

Advertising will appear in *Woman's Weekly*, *Family Circle*, *People's Friend*, *My Weekly*, *Woman and Home*, *The Argus* *Woman's Group* and *True* until the end of the year.

The new colours to be introduced are: light ash brown, light warm brown, natural brown and rich dark brown. The continuing colours are: light brown, cool mid brown, medium brown, dark brown,



and dark warm brown.

Colour photographs of a different head of brown hair are featured on each carton.

## Home brewing

### Tom Caxton wine kits

Reckitt & Colman have announced five wine kits. The Tom Caxton Good Table range includes Burgundy, sauternes, rosé, hock and cream sherry. Each kit (£1.98) contains a fermenting vessel and tap and airlock unit which are not included in the refill (£1.39). Each kit and refill makes six bottles of wine in 12-14 weeks, say the makers.

The kits will be launched first in the Anglia television region and backed by advertising at the national equivalent rate of £180,000. A "20p off next purchase" voucher will be given with both kits and refills in the launch period (Reckitt & Colman food division, Farrow, Norwich).

# Prescription specialities

## ESKACEF Injection

**Manufacturer** Smith Kline & French Laboratories Ltd, Welwyn Garden City.

**Description** Cephadrine 250mg, 500mg and 1g as white crystalline powder, also containing 165mg Na<sup>+</sup> per g cephradine

**Indications etc** As for Eskacef capsules and suspension

**Dosage** Adults: Usually 500mg four times daily in equally spaced doses, maximum 1g four times daily for severe infections, by intravenous or intramuscular administration. Children: Usually 50-100mg per kg daily in four equally spaced doses, maximum 4g daily

**Dispensing diluent** Reconstitute with water for injection (see literature). Compatible with commonly used infusion solutions. Precipitation possible with Ca salts.

**Packs** 250mg (£0.46 trade), 500mg (£0.85) and 1g vials (£1.65)

**Supply restrictions** P1, TSA

**Issued** August 1973



# Trade News

## Small Wella size

Wella (GB) Ltd, Wella Road, Basingstoke, Hants have introduced a 130g aerosol hair dressing (£0.45) to complement their existing 260g size. The product itself has been slightly reformulated and also re-packaged in the Wella silvery brushed aluminium canister with its black sculptured top incorporating finger-tip control spray action.

A new newspaper and magazine advertising campaign featuring Wella for men develops the theme "for where the action is", echoing their motor racing sponsorship support for the men's range. Each advertisement features a closeup of the aerosol hairdressing.

## Paterson brochure

The number of new items which Paterson Products distributed by Network Technical Distributors Ltd, Radlett Road, Colney Street, St. Albans, Herts AL2 2EA have introduced recently has made the reprinting of their brochure essential. This new issue has colour illustrations and details of the range of equipment and materials. The general headings include lighting, chemicals, film processing, printing, enlarging, print finishing, transparency viewers and slide storage.

## Cream Silk in large sizes

Cream Silk, the after-shampoo conditioner from Elida-Gibbs Ltd, Portman Square, London W1, is now available in large size 110g bottles at £0.29. Elida say they have increased their 1973 magazine advertising expenditure by 42 per cent to support the launch and to prompt purchasing of the two Cream Silk variants. Special prices are available to the chemist for the next few weeks.

## New Nikini packaging

Robinsons of Chesterfield announce a new development in the packaging of their Nikini range of feminine hygiene products.

The Nikini Pad is now being packed in attractive, flap re-closable polythene bags. Illustrated are Robinsons Nikini Pads in

the new pack; Nikini Stretch briefs in nylon lace; the Nikini sanitary garment in a new easy-to-handle pack and available in white or pink and the Nikini Poppet.

## Kodachrome delays

Kodak Ltd, Hemel Hempstead, Herts, say that there are now considerable delays in the door-to-door service times for processing of all sizes of Kodachrome still and movie films, owing to an industrial dispute. Kodak regret the inconvenience to customers and add that every effort is being made to solve the dispute.

## Cortifoam discontinued

Pfizer Ltd, Sandwich, Kent CT13 9NJ, have no further supplies of the 15g pack of Cortifoam. Limited supplies of the 50g pack are still available.

## Galitzine in the UK

Madam Dadan of Dadan Pharmacy, 78 St John's Wood, High Street, London, NW8 is the first UK chemist to sell the Italian cosmetic range of Princess Galitzine. Madame Dadan starts selling the range as from September 3. UK distributors are Cayse Ltd, 393 Chapter Road, London NW2.

## Cleaning aid

Following the acquisition of Rybar Laboratories Ltd, Syntex Pharmaceuticals Ltd, Maidenhead, Berks, has become the sole UK distributor of the Selecta spray gun rinser which enables a variety of equipment, such as needles, syringes, flasks, pipettes, catheters and drainage tubes, etc, to be cleansed quickly, thoroughly and at low cost.

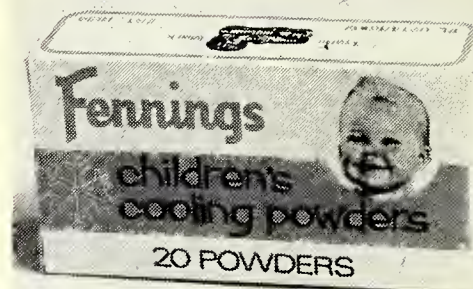
Now available with a new insulated grip handset, the Selecta can be put into service within minutes of delivery. A reinforced nylon water pipe is connected to a ½ in water tap and the tap slightly opened. The water pressure is released, regulated and fully controlled by the spray gun trigger. A small screw situated behind the trigger gives constant water pressure and also enables the operator to vary the pressure from high to low. The gun rinser is supplied with a range of eight attachments for different cleaning requirements.

## Photographic catalogue

A new photographic catalogue in colour listing the products of Photopia Ltd, Japanese Cameras Ltd, Paul Plus Ltd, and Mayfair Photographic Suppliers (London) Ltd is available from Photopia Ltd, Hempstalls Lane, Newcastle, Staffs ST5 0SW (£0.15). Nearly 60 pages describe and illustrate the group's range of photo and audio products including Minolta cameras and Bauer 8mm cine equipment. A competition for a £150 stereo unit and records is included.

## Zeiss Contarex range

Carl Zeiss are to discontinue supply of the Contarex S and SE camera bodies in their present form, but production and supply of the lenses and accessories of the Contarex system will continue. Three new lenses for the Contarex—F-distagon f2.8-16mm, Distagon f3.5-15mm and the Planar f1.4-85mm—will become available at the end of the year.



## Fennings design change

A new design pack for the 20 size of Fennings children's cooling powders is now being distributed to the trade by Fennings Pharmaceuticals, Church Street Ashton-under-Lyne, Lancs. The price is unchanged.

## Anti-theft movie camera

A surveillance movie camera for retail shops has been announced by Kodak Ltd Station Road, Hemel Hempstead, Herts. The super 8 Analyst camera uses a new fast speed film—Kodak MFX film—in 100ft cartridges for processing as either positive or negative.

The camera is mounted in a sound absorbing box and a light meter adjusts the lens opening for the light conditions. Kodak claim that the 13-28 mm zoom lens can be adjusted to provide almost total coverage of 1,200 sq ft. A timing device allows selection of the intervals of exposure from one frame every 1½ seconds to one every 90 seconds. Kodak claim that the optimum is one frame every five seconds, giving six hours running time per film cartridge.

## Consulting service

Clifford Pugh Associates Ltd have formed a consulting service to the cosmetic, toiletry and pharmaceutical industries. It will cover formulation of new or improved products offering technical or management advice on any subject within the wide range of experience of the Associates. Further information can be obtained from the office at 11 Hornbeam Close, Chelmsford CM2 9LV (telephone: 0245-58628).

## Jackel exhibits

Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland, will be exhibiting at the Autumn Toy Show, Belle Vue, Manchester, September 4 to 6.

## Amendment

The Elnett Satin Hairspray gift packs, 500 (£1.21) and 245g (£0.71) should be credited to L'Oreal and not as stated in the Christmas Gifts section, last week's issue.

The Blossom Out range, in the same issue, is made by Goya and not as stated.







# APOCAIRE VALUE

*What your customers will be looking for in September!*

PRODUCT LIST		NORMAL R.S.P.	APOCAIRE R.S.P.
Arrid deodorant	190g	49p	35p
Camay soap	bath	10½p	7½p
Color glo		24½p	17p
Iron jelloids	standard	35p	R.P.M.
Iron jelloids	large	57p	R.P.M.
Johnsons baby powder	large	27p	21p
Johnsons baby powder	economy	34½p	26½p
Kotex new freedom	12	19p	16½p
Kotex new freedom	24	34p	30½p
Macleans tooth paste	economy	29p	20½p
Ponds cream	medium	25p	19p
Silvikrin shampoo	medium	18p	13½p
Silvikrin shampoo	large	26½p	20p
Sunsilk hair spray	standard	25½p	17p
Sunsilk hair spray	economy	55½p	38p
Wella rinse	95cc	33p	22p
Wilkinson double edge blades	5 (25)	23½p	17½p
Wilkinson double edge blades	5 (50)	23½p	17½p

*Display these products during September & you could win a radio, 2000 Apocaire Points and new customers!*



# This is a commercial for Lantigen B.

For the first time ever Lantigen B will be appearing nationally in the cinema this autumn.

An animated cartoon commercial in colour featuring Lantigen B – how it works and how it should be used – will be shown in 800 cinemas.

But that is only part of our campaign.

In total, we've put together the most concentrated advertising programme you've ever seen for Lantigen B.

In addition to the cinema advertising there will be:-

- 1) Full colour posters appearing in shopping areas throughout the country.
- 2) A major door drop of a personalised letter into over 2 million homes.
- 3) Full colour display outer and Point of Sale material.
- 4) Generous display bonus terms.

All of this activity is designed to help you sell more Lantigen B.

So you'll naturally need extra stocks.

Our representative will give full details or telephone 01-440 6521.



The antibody builder. Lantigen B.



# Promotions

## Support for Bristow

Following the launch of a new 130cc size of Bristow's conditioner and shampoo, Beechams plan to spend more than £400,000 in advertising support, ie over £300,000 in television and more than £100,000 in women's Press before Christmas.

A television campaign employing the new "Believers" advertisements will be shown through 45 and 15 second spots throughout the network, giving 85 per cent of all women in the UK a chance to see them an average 12 times. In women's Press a continuous campaign using double, single and half-page advertisements in eleven women's magazines will give 95 per cent of all women an opportunity to see them an average 10 times.

Beechams claim this heavy-weight advertising backing is even greater than that supporting the relaunch of the brand in 1972 and say this reflects the level of confidence in the success of New Bristow's (Beecham Products Ltd, Brentford, Middlesex).

## Lilia-White competition

Ten 14-day holidays for two in Tunisia are first prizes offered by Lilia-White (Sales) Ltd in a new national consumer competition for users of Lil-lets tampons. Twenty winter weekends for two will be awarded to runners-up. All prize holidays will be for the October 1974-March 1975 winter season.

The competition, featured on specially-flashed 20's packs—with an entry form printed inside, opened in August and will end on March 31, 1974, giving the promotion an eight-month span from the initial sell-in until judging.

Full-page colour advertisements in *Honey*, *19*, *Look Now*, *My Story*, *Nova*, *Romance*, *She* will back the competition,

while product advertisements for Lil-lets will carry a special flash reminding readers of the competition. There will be special bonus offers to the trade, together with Tunisian display material including a counter display unit, shelf edge strips and a feature of the in-store support for the competition are specially designed reversible label change mats (Lilia-White (Sales) Ltd, Charford Mills, Birmingham).

## Sea Jade window display prizes

Yardley are offering prizes to the value of £1,700 in this year's Sea Jade window competition.

Stockists are required to make a display of Sea Jade in their window, for any two weeks during September or October, take a colour photograph of it and post the photo to Yardley.

This year first, second and third prizes are being awarded in each Yardley sales region, which they say will increase the chances of winning. Points will be allocated to the best displays.

All prizes can be chosen by the winner from a catalogue with items ranging from furniture, freezers and dishwashers to a sailing dinghy or jewellery and furs (Yardley of London Ltd, 33 Old Bond Street, London W1).

## Support for dressage

Bonne Bell are sponsoring an important dressage competition for the Pony Club of Great Britain, which will be judged by top international judges. The company are awarding trophies, rosettes and prizes; and it is hoped that the event will become a national one next year. As a result of the sponsorship a donation will be made to the Riding for the Disabled Association.

The Competition will take place on August 29, commencing at 9.30 am at the Rushmoor Arena, Aldershot, Hants, (Bonne Bell Ltd, York House, Empire Way, Wembley, Middlesex HA9 0PA).

## Maxi-Dri towels coupons

A full page colour advertisement will appear in the London edition of the *TV Times* on August 30, offering 830,000 4p coupons and designed "to capitalise on the success of Kleenex Maxi-Dri towels," launched eight months ago in the London TV area.

Sales of the new product, say Kimberly-Clark, have mushroomed since the launch. During in-store research carried out during June and July, 24 per cent of customers said they intended to buy Maxi-Dri and of these 88 per cent are claimed to have actually purchased the brand (Kimberly-Clark Ltd, Larkfield, nr Maidstone, Kent).

## To Paris with Sweetex

Crookes Anestan Ltd, manufacturers of Sweetex, are to launch a new competition for the consumer where the winner will be given a four-day trip to Paris for two, with £1,000 spending money. There will also be 100 runners-up prizes of Ronson Rio Hair-dryers.

This promotion, called the "Sweetex dress sense competition", starts on September 3, and winners will be announced in May 1974. Competition blister packs of 500 Sweetex pellets are being sold into all chemists from September 3 until October 31, and dispensers for the entry forms will



be available. A competition for chemists only is being run simultaneously and will offer prizes of holidays abroad for two. Any chemist who orders six dozen Sweetex fashion competition packs during the period September 3 to October 31 is eligible to enter. Entry forms and bonus terms are available only from Crookes Anestan representatives (Crookes Anestan Ltd, Thane Road West, Nottingham).

## Apocaire display incentive

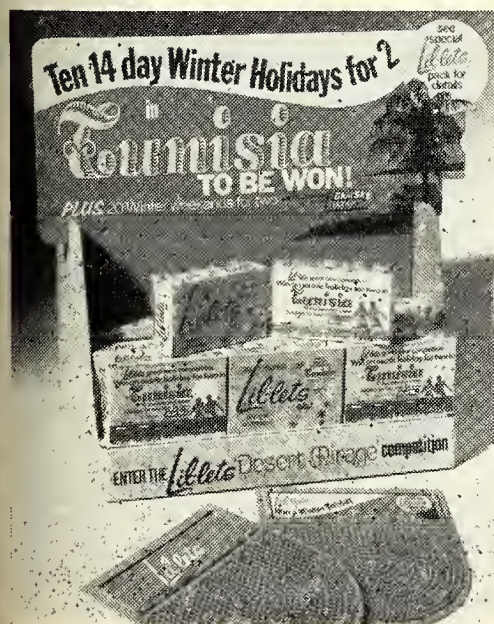
To encourage Apocaire members to devote more display space to the monthly promotions, Sangers Ltd are organising next month a competition on traffic flow in a hypothetical chemist shop. Members will be required to answer three questions and submit a photograph of their window or in-store display of September Apocaire offers. A Sharp radio and 2,000 Apocaire points will be awarded to the best 15 entries.

Apocaire promotions for September are Arrid aerosol, Camay bath soap, Color Glo, Iron Jellies, Johnsons baby powder, Kotex New Freedom towels, Macleans toothpaste (economy), Pond's creams, Silvikrin shampoo, Sunilk hairspray, Wella Creme Rinse, and Wilkinson Sword Edge blades (Sangers Ltd, 225 Oxford Street, London W1R 1AE).

## on TV next week

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

**Airstrip:** All except E  
**All Fresh:** All areas  
**Aquafresh toothpaste:** WW  
**Close Up:** All areas  
**Cool:** Ln, Sc, WW, G  
**Crest toothpaste:** Y  
**Great Lash mascara:** Lc  
**Harmony shampoo:** All areas  
**Immac:** Ln, Lc, A, We, CI  
**Macleans indigestion remedy:** Ln, M, Y, Sc, WW, So, NE, A, We  
**Optrex eye lotion:** All except U, G, E, CI  
**Schick Injector razor system:** Ln  
**Signal:** All except E, Sc  
**S R:** All areas  
**Ultra Lash mascara:** Ln, So  
**Zoflora:** Lc, Y, NE, U





# A tower—but not an ivory one

There is the sound of hammering and the smell of paint in a seven-storey tower block in Welwyn Garden City, Herts. The top four floors, unfinished since the tower was built nine years ago, are being made habitable.

The tower was built for the growth planned for both Smith, Kline & French Laboratories and Menley & James Laboratories, and the time has now come when more space is needed, says Louis Finucane, Menley & James' director of operations and general manager for the UK.

Menley & James now have two products in the "top 20" and have others coming up fast. The established products are Contac 400, and Ironplan, with, not far behind, Procol and Trisonovin, says Mr Finucane.

Finucane, a large bluff, ex Fleet Air Arm man who lives in an orange-painted office, claims Menley & James hold a "most important share of the oral decongestant market by value, while Ironplan has already gained a solid 10 per cent of its market".

The company believe that the 1968 Medicines Act was as good for them and the pharmacist as it was good for the public, since it was important that the consumer should be able to seek the advice of a professionally qualified person with confidence.

## 'All hands on deck'

In the last two years, the Smith, Kline Corporation has been reorganised on a world-wide product-line basis. For Menley & James this has meant that they



Mr L. R. Finucane

have been able, to a large extent, to shape their own destinies while continuing to utilise the resources of their parent company. Their growth has needed not only all hands on deck but also more hands on deck. So a year ago they recruited a UK sales manager. They also had a greatly increased sales team so that pharmacists could be serviced more efficiently. Other new people were brought in from outside but most of the new appointments announced recently have come from within.

# Company profile

MENLEY & JAMES

The new UK marketing manager has proved himself as a group product manager. One of the new product managers, Lynn Thompson, meant that Menley & James—and, indeed, SK&F—had their first woman product manager.

Menley & James first became associated with Smith Kline & French in 1927 when SK&F established manufacturing and marketing agreements with them. At that time Menley & James were in Hatton Garden, but later moved to Camberwell. They were acquired with their parent body, A. J. White Ltd, by SK&F in 1956.

The existing London premises quickly proved too confined for increased demand on production, and in 1957 the construction of a new establishment in Welwyn Garden City was started. The building was officially opened by Mr Derek Walker Smith, the Minister of Health, in 1960.

Two years later Menley & James became a division of SK&F with responsibility for the marketing of proprietary products.

Is their future solely in proprietary medicines?

Again Finucane replies: "No. They are the hub of our business, but not the total. We launched Lipsaver last year and that can be taken as an expression of our intention to develop further products in other fields. We are also building up a team, led by our newly appointed export manager, Ian Roberts, specifically to operate those important growth-potential markets in the Middle East and Africa which we control direct from Welwyn Garden City".

# Letters

## Short on logic?

I really fail to find any logic in the screed you published by Mr Millward (last week, p224). Perhaps it is the age gap between us, but I do think he might have granted us the favour of some guidance in this important subject of leadership. Or is that asking too much? Maybe he is proposing to try again for Council next year and this is a brief introduction to things to come.

Just one suggestion that your correspondent might remember. Societies that have a legal backing and Unions with an essential status are often somewhat bigger than individuals and rarely do individuals achieve the tail-wagging-dog status. To mention Mr J. Wright in that restricted context was just a little unfair, but no doubt he can defend himself.

My impression is that both the NPU and the Society have hard working people both in their officers and executive bodies, nevertheless ginger groups are needed.

But Mr Millward, let us be constructively critical, for that means progress for the profession.

Ebor

## Prescription poser

The doctor's secretary was unable to help with this one, submitted by a London pharmacist. No problem with the first item, but what is the second?

*This is Oxytetracycline  
I got from Leds  
M. J. [unclear] [unclear]  
[unclear] [unclear]*

# Business Q&A

*My partner and I have decided to split up. I am afraid there may be some disagreement on the amount I should receive. Can you give me any advice please?*

The accounts should tell you the balance of your capital account, but this is always subject to the value of the assets. If you have property or leases, for example, these may be valuable and you are entitled to your share of any increase. In addition you are entitled to your share of any goodwill. An accountant could advise on this and of course you have a partnership agreement that may make specific provision for the position. You should make every effort to reach an amicable settlement in your own interests, but in the last resort, and subject to any contrary agreement, a partner has the right to have the partnership assets sold for the benefit of the firm.



# Comment

## Chemists and coupons

Many retailers regard money-off coupons as a curse but, like them or not, their numbers are increasing—as the Nielsen research organisation reports this week (see p237).

Most coupons are directed at the grocer, but chemists have been sharing in the coupon boom, according to statistics given to C&D by the National Pharmaceutical Union this week. A comparison of the first six months of this year with the same period in 1972 showed that the number of coupons processed on behalf of members by the Union's own Coupex scheme had gone up by some 65 per cent.

It is difficult to draw firm conclusions from this figure because it could reflect greater participation in the scheme by members, but there is evidence to suggest that about half the membership redeems coupons in this way—the same as when C&D reported on the first ten months operation in January 1972.

Our report is given credit for helping to alert NPU members to the existence of many valueless coupons—money-off flashes, out-of-date coupons and those redeemable only at specified retailers for example. The number of these received by Coupex has apparently fallen since the report.

The NPU is nevertheless continuing negotiations with manufacturers concerning expiry dates for retailer redemption. It has been found that whereas grocers can generally redeem their coupons at monthly intervals, the average for chemists tends to be nearer once in eight months, resulting in some coupons being beyond the date the manufacturer regards as reasonable when refund is sought by the retailer.

### Concession won

The Union can claim a success in that it has recently obtained the concession from a major coupon distributor that its coupons can be exchanged through Coupex at any date. The battle against the money-off flash which resembles a coupon continues, however.

But despite the problems they pose for the retailer, coupons represent cash in the hands of the consumer—money she intends to spend. The average value of Coupex-redeemed coupons was nearly 5p in 1972—but fell to a little over 4p in the first half of this year. Both these figures are higher than those quoted by Nielsen and reflect the higher value of coupons offered against chemists' goods.

Certainly it is money that no pharmacist can afford to

lose—and the Coupex scheme still appears to offer the independent the simplest method of dealing with the problems their collection involves.

## Pharmacist 'managers'

Inevitably we should like to ask for "more" in terms of the numbers of pharmacists appointed to Regional Health Authorities under the restructured National Health Service, but it must be conceded that the profession was not overlooked when the list of appointments was being compiled (see p236).

The criterion for membership of the RHA's is not representation of a profession or sectional interest—it is management ability, and it is pharmacists of high standing in this direction who have been chosen.

In general, RHA's have acquired three or four "health professionals" out of a total of about 16 members, and so far pharmacy seems to have fared better here than the dental profession, for example. Medicine, not unexpectedly makes a contribution to all the Authorities.

The next move is to appoint the Area Health Authorities. The chairmen, also announced this week, include three pharmacists—and the appointments demonstrate the high calibre of management available from the profession, because there are only three other "health" personnel appointed to this office among the total of 84 AHA's.

A recent circular from the Department of Health gave guidance concerning the selection of the authorities' members. "The intention", the circular stated "is that the membership shall be fundamentally 'generalist' and consist of people who are free from partisan interests in relation to the health service". Each AHA should, however, include "at least two doctors and a nurse or midwife".

The RHA's are required to consult many organisations before making appointments to the AHA's. In view of the need to set up the AHA's quickly, the Department of Health had undertaken informal consultations, and the recommendations received have been passed to the RHA chairman concerned. To meet the consultation requirements the RHA's are requested to write directly to the organisations which are included in the appendix to the circular. The last of the 38 national bodies listed is the Pharmaceutical Society. Hopefully the RHA's will, like the Secretary of State, remember the old saying "last, but not least".

## Books

### Buying a Shop

E. A. Jensen, BCom, MPS, FIPharmM, 39 Withdean Crescent, Brighton, Sussex BN1 6WG. 8½ × 5½ in. Pp 116. £1.50 (paper back).

Recently Mr Dudley Smith. Parliamentary

Under-Secretary of State, Department of Employment, said that the Government hoped to make known its ideas on worker participation for public discussion in the autumn. "We have seen develop very rapidly indeed over these last 12 months our concern as an industrial democracy with how we can actually give working people a greater say over matters which can affect their working lives," he said.

Mr Jensen in his recently revised edition seems to have anticipated those sentiments

in a chapter dealing with people. Here he emphasises the importance of finding out all about the staff when buying a business—whether they will stay and for how long—what their present and future potentials are. "We must remember that investment in people, in developing and training, can be the most productive of all investments for all involved." Useful advice on the assessment of goodwill value of a business is given and the dangers of applying any rule-of-thumb formula explained.



## SHOPFITTING

# Seeing goods in the right light

by J. E. Baker F Illum ES, Commercial Lighting Specialist The Electricity Council

*The general considerations of lighting as applied to the sales area of the pharmacy were discussed in C&D in an earlier article by the same author (Oct 21, 1972, p607). While reiterating the main points of the previous contribution the author goes into greater detail on possible systems and applications.*

A great many pharmacies of say thirty years ago featured towering glass-fronted mahogany cabinets, tiers of small drawers and the traditional coloured carboys in their windows. Now most of those features are "museum" pieces in antique shops and so highly priced that some of the pharmacists who turned out the fittings must be wishing they had not acted so hastily. One manufacturer has even started to make a carboy to order (last week p200).

However the ridding of another feature of the typical pharmacy—if such ever existed at the time—that of the lighting system, must surely have caused no regrets. Then incandescent lamps in suspended opal fittings supplied an illumination that would now be considered totally inadequate and daylight was mainly conspicuous by its absence. Those who still occupy such premises will know the problems—mistakes at the counter, wrong change given, extra effort to read prescriptions, time spent looking for merchandise—more symbolic of the apothecary of fable than the up-to-date pharmacist.

### The right image

It would be too sweeping to dictate one image as ideal for all situations but certain factors should be common to all retail outlets. The first of these is cleanliness. Not only must the shop be clean but it must be seen to be clean. Here, adequate illumination will help. A bright brisk interior automatically suggests cleanliness to the customer and light coloured decor will add to this. Such an arrangement also helps the staff to see, and so remove, dust and dirt.

Another common feature should be good colour rendering. A shop with a large trade in cosmetics and beauty preparations will benefit from showing both the customer and the merchandise in as flattering a light as possible. Care should be taken, therefore, in the choice of light source. Economics usually dictate the ubiquitous fluorescent lamp but it has a rival as will be seen later. Fluorescent lamps are made in a wide variety of tints each designed to fulfil a specific role. It is often surprising that people who deal in meticulous detail with the products they sell take so little interest in the items that help them in their merchandising. Any lamp offered by the local supplier is accepted often accompanied by the assurance that "they are all the same really". Nothing could be further from the truth, as a side-by-side comparison will show.

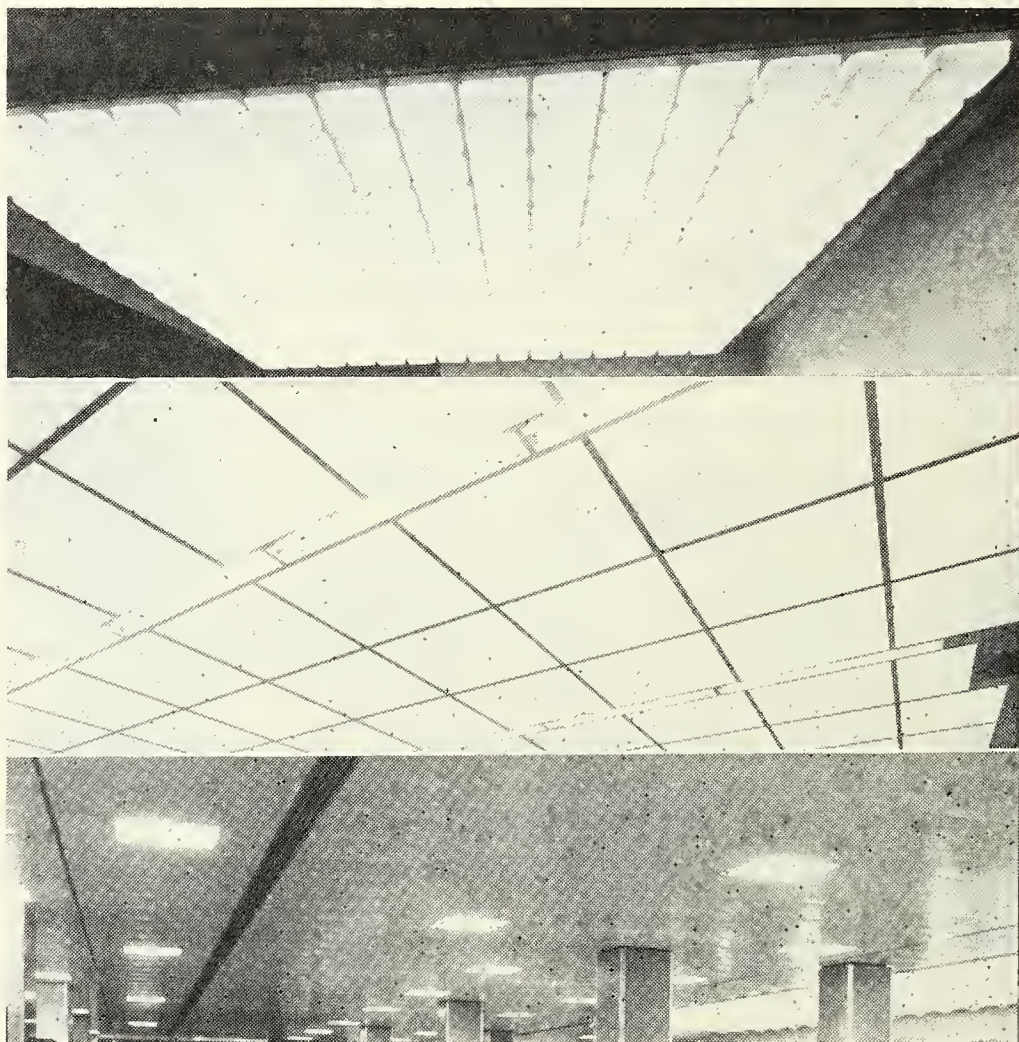
Lamps such as Warm White, White and Daylight are designed to give as much light as possible. A high proportion of their output is therefore in the yellow region and they are deficient in red light. Complexions seen in such light often appear jaundiced and red packaging is less vivid. Warm White deluxe, Natural and other individual manufacturers' lamps convert more energy into red light so giving less total light but of a better colour. At the extreme there are lamps designed for the critical matching of colours which give only about half the light of the high efficiency ones. Even so, such lamps still have an efficiency of more than twice that of an incandescent lamp.

Within the range of colour rendering there is a further range of colour appearance. This is the property of the lamp to look "warm" or "cool" in colour, and is useful in conveying an appropriate atmosphere. The pharmacist who really specialises in cosmetics and provides all the facilities for the customer to experiment at leisure before making a selection might find the warm intimate rendering of Soft tone 27 most suitable, while the family chemist would be well suited with the domestic atmosphere of Warm White deluxe. Where there is a large amount of daylight entering the shop or where a cool crisp appearance is desired either Natural or Kolorite would be acceptable or, illumination levels of over 600 lux were to be provided Colour Matching or Northlight could be used. (These two lamps are identical and look dreary if used at low illumination levels).

### New light sources

Because of its large physical size the fluorescent lamp tends to cast only soft shadows and in fact is often referred to as "shadowless" lighting. While this feature can be useful in certain situations it is not one that has any advantages for display lighting, where sparkle and modelling are essential for creating interest. Recently therefore, some stores have adopted a high pressure discharge lamp for their general lighting. Two main types are in use: firstly

Continued on p25



Ceiling lighting: Top, variation of 'pan tiles'; centre, the standard double skin ceiling used here to admit natural daylight with additional lighting from fittings mounted between panels; lower, high pressure discharge lamps in compact fittings



To: Savage & Parsons Ltd. (makers of Spur)  
Watford By-pass, Watford, Herts. Tel: Watford 26071  
I'm frustrated by shelving that I cannot adapt to  
changing requirements. Please let me have full details  
of Spur adjustable shelving. CD25/8/73

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

**SPUR**



**This is an advertisement for Spur adjustable shelving.**



## SHOPFITTING

# The right light

Continued from p248

the colour corrected fluorescent mercury lamp type MBF/U and secondly, the mercury halide lamp type MBI/U or, when fluorescent coated, type MBIF/U. These lamps are relatively compact, being about the same size as a similar wattage incandescent lamp, while life and efficiency are comparable to the tubular fluorescent lamp. The small size provides rather more character to the lighting in terms of modelling, while still providing an even illumination. Initial costs may be slightly higher, depending upon the size of the installation, but running costs are generally lower. Colour rendering is of course an important consideration and the manufacturers claim that the MBIF lamp is comparable to a Natural tubular fluorescent lamp. The fact that several large household name stores have started to use these lamps indicates that they are worthy of serious consideration.

While modelling and sparkle are essentials for those who specialise in cosmetics

and perfumes, where packaging and design are as important as the product, many pharmacists will want to suggest a clean bright atmosphere. A luminous ceiling is an obvious way of achieving this but not always without difficulty.

The first consideration is height. The underside of the ceiling should be at least 3m from the floor and still have adequate space to house lamps in the void between luminous and structural ceilings. For old buildings with ceiling heights of around 5m this is a useful way of reducing the apparent height. While the number of lamps to be used should be calculated to give the required illumination level, a useful guide to spacing is that the lamps should not be further apart than one-and-a-half times the distance they are above the luminous ceiling. This will ensure an evenly lit appearance of all diffusing membrane types of ceiling. Where the void is very shallow a patchy effect, particularly if there are deep structural beams, may be the only alternative to serious over-lighting.

If a membrane type of ceiling is desired it is best to choose one of the double skin variety. These have two membranes separated by the aluminium frame, a distance of about 25mm. The advantage is that dust or deceased flies falling on the upper membrane are not readily seen from below. Although the stretched membrane ceiling is one of the simplest there are many other diffusing ceiling that utilise modular tiles of various shapes. Some are asymmetric and lend themselves to pattern making while one particular tile combines light diffusion with a degree of acoustic attenuation. Most have the advantage that they are supported by a suspended grid and are

therefore easily removed for cleaning or re-lamping.

Other ceilings are available which are open in construction. An opal plastic louvre is the simplest and has the advantage that large items will fall through and the disadvantage that there can be a large number of holes to be cleaned. A variation on this is the low brightness louvre which has each cell shaped like a small parabolic reflector and is aluminised. This concentrates the light in the downward direction and the ceiling itself looks completely dark. While this should be used with caution in the shop it can be used effectively in the window or over specialist displays.

A further type is that using metal leaf blades each at right angles to the next. This has an attractive appearance and lends itself to the mixing of light sources. Thus fluorescent lamps can be used to give the general illumination and spotlights added to highlight displays. Spotlights of their own could be used above suitable items and coloured lamps can be an attractive feature.

All these open construction ceilings have the advantage that air can pass through them providing the full volume of the space for air circulation. Mechanical ventilation could of course be used to draw air from the sales space through the ceiling and vent it to the outside.

Whichever system is chosen—fluorescent or high pressure discharge lamps, individual fittings or luminous ceiling—lighting is an essential sales aid. Presentation of the merchandise and its visual appearance are the dominant factors in the selling situation and it is important that your goods should be seen in the right light.

# You spend too much on a refit to make mistakes

Refitting your store is a big step—but in today's atmosphere of high-powered retail it's a step that often has to be taken.

All the more reason that you should choose the right people to carry out the work.

People who know your business as well as they know their own.

We offer a complete service which not only includes the detailed planning of shops and dispensaries right down to the lighting and fixtures, but with it the advice and expertise of specialised merchandisers able to accurately apportion shelf and counter space to product categories. We could increase your shelf turnover by as much as 25%.

S. I. MYERS have a lifetime of specialist experience in refitting pharmacies and dispensaries and with detailed planning and prefabrication we can promise you a quick, efficient job with minimum disruption to your business.

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80/84 Old Street, London EC1V 9AN  
Telephone: 01-253 5886

Please send me fully detailed, self-explanatory literature.

Name

Address

Tel. No.

S. I. Myers Ltd., 80/84 Old Street, London EC1V 9AN

CD25/8



## SHOPFITTING

# Keeping the premises comfortably warm...

### ...by electricity

A major problem with shop heating is the ever opening door each time a customer enters or leaves. There is also the even greater problem with the modern tendency to design shop premises for the "open door" approach where doors are left permanently open during shopping hours. This is a proven marketing ploy and undoubtedly attracts the customer to come inside and look around, thus creating an obvious increase in impulse buying. It is undoubtedly of enormous value to the modern pharmacy.

This "open door" approach is only possible with the use of purpose-designed over door heaters, such as the Hanovia 3kW Turboscreen 808 and 4½kW Turboscreen 809 (see photograph for typical installation at Birmingham Bull Ring

Centre). With the over door heaters the downwards thrust of hot air is such as to create a hot air curtain in the doorway eliminating heat loss and draughts within the shop with the added benefit of ever open doors to attract customers inside.

If heating is required in the dispensary area then the Turboflo Hi can be used. This heater is white and "clean looking" and should be mounted about 7 ft high. Already it has found wide acceptance with a major chemist chain. For heating the sales area there are a wide variety of heaters all fulfilling a different requirement.

The makers of the heaters, mentioned above are Hanovia Lamps Ltd (heating division) Bath Road, Slough, Bucks, who have for many years specialised in the design of commercial electric fan heaters. These have found wide acceptance in shops over the last few years, the makers claim.

### ...by gas

A totally new approach in gas-fired heating has resulted in opportunities for owners of shops to "cut their shop heating costs by as much as 60 per cent". It is claimed by ITT Reznor of Folkestone, Kent, that the development of a special flueing device enables gas-fired warm air heaters to be installed very simply in retail premises. Previously these installations were mainly impracticable or uneconomic because of stringent regulations governing the flueing of appliances into areas of public access.

ITT Reznor say that now the costs of gas heating "have been pruned to a minimum because gas is a much cheaper fuel"

and that the new development obviates major costs of installation and flueing equipment. Based on current gas costs of £0.10 per therm the maximum running expense of one of ITT Reznor's 40,000 Btu/hr Shopheaters is just £0.05 per hour which they claim, is merely 40 per cent of the cost of equivalent heating by electricity at normal rates.

Mr V. R. Bensen, general manager of ITT Reznor, explains "The actual cost in most cases is considerably less than 5p per running hour because once the system has attained the desired temperature a thermostat will automatically switch off the burners until the temperature has dropped again."



### Dustmaids eat off the floor!

Two more aids to floor hygiene have been launched by Allied Industrial Services, Lidget Green, Bradford, Yorkshire BD7 2QS, to augment their regular services. Completely new is the Dustmaid mop, with a simple, quick-release, handled frame. The second product is a much bigger dust-barrier mat, ideal for wider entrances. It measures 72 × 48in and will be supplied as an alternative to the existing 48 × 32in mat.

Both mop and mat have the special AIS resin impregnation, which enables them to absorb dust and dirt. The company hires them out under a fixed-rental agreement, making scheduled, regular visits to collect soiled mats and pads, bringing fresh ones to replace them.

The convenient Dustmaid frame has a spring-return, folding action that allows dirt-laden pads to drop clear without being handled by the operator, who need touch them only when they are clean: to fit them to the frame. In situations where flying dust or vacuum cleaner noise might at times be unacceptable, the mops' ability to pick up dirt quietly and permanently will be invaluable.

Each size of pad has its own colour: gold for the 14 × 7in and red for the 24 × 7in. The large mats are available in black/red and black/grey.



The ITT gas heater in use at Boots Ltd, Weybridge (left) is claimed to provide a low running-cost system for shop heating. Right: A bank of Hanovia over-door heaters at Birmingham Bull Ring giving the advantage of "ever-open" doors to attract customers.



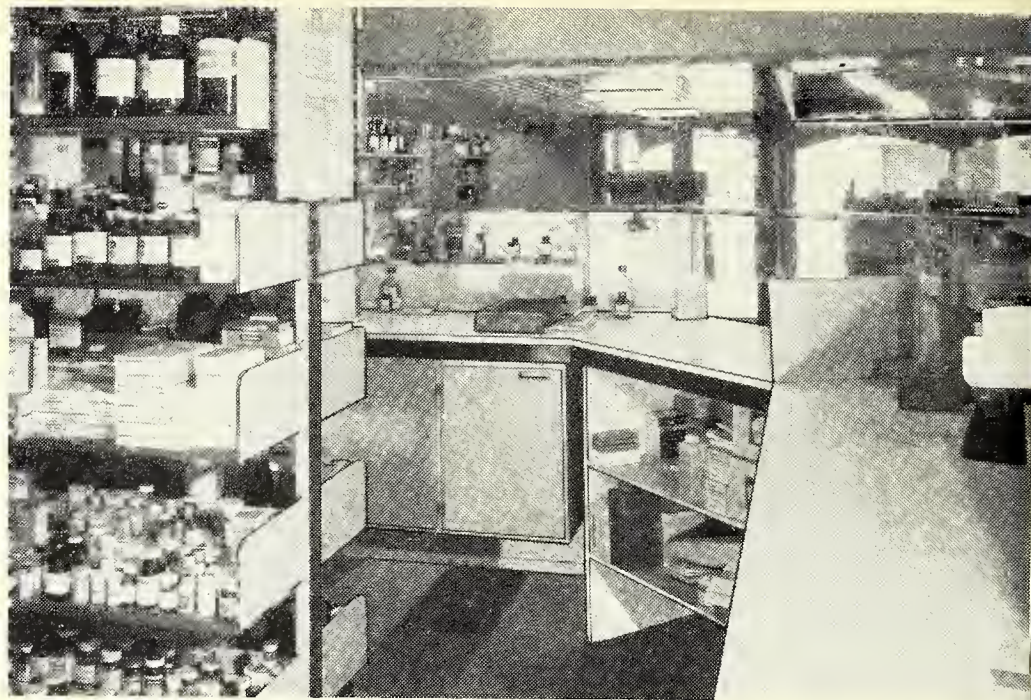
## SHOPFITTING

# Laboratory fittings in dispensary refit

When Savory & Moore Ltd were ready to modernise their branch at Mildenhall, Suffolk, Nordia were approached to prepare designs for the sales area and dispensary. The first priority was to cater for the high volume prescriptions service, and secondly, to provide an attractive and functional sales area.

In the preceding months the Nordia shop and Nordia laboratory research divisions had been combining their efforts on the development of a dispensary system, Mr A. A. Kennett, the estate manager of Savory & Moore had been looking for a method that made more economical use of space, gave increased efficiency and good working conditions.

Nordia's dispensary system is based on



*Maximising the use of dispensary space at Mildenhall branch*

a cantilevered principle, and on the interchangeability of components. For example, the cupboards and drawers are suspended under the bench and can be re-located by sliding them along a track system. The beech veneered shelves are adjustable to suit stock requirements.

The area allocated to the dispensary at Mildenhall was only 6 per cent of the total

area, therefore, it was essential to maximise the use of space. The dispensary has now been operational for approximately four months, and to quote Mr Kennett: "Even after the busiest day the dispensary remains clinically clean which must reflect upon its efficiency".

Nordia fittings are supplied by William Mason & Son Ltd, Gelderd Road, Leeds.

# Consortium for German units had good year

Kind Store Equipment Ltd, a consortium of British shopfitting companies formed just over a year ago to market, on a national scale, modular display systems manufactured in Germany, claim to have achieved an early success. This year the combined sales turnover of its members is expected to top £9 million with the Kind content exceeding £1 million.

It is claimed that from a range of standard modules and shelving units, almost any type of retail display need can be satisfied at highly competitive prices. Although the modules are standard, the "exciting" combination with the ancillary be used in conjunction with the ancillary display equipment available, prevent them from becoming stereotyped. Thus, within the framework of the modular system, there is considerable scope for individual flair and taste.

### 'Indestructible'

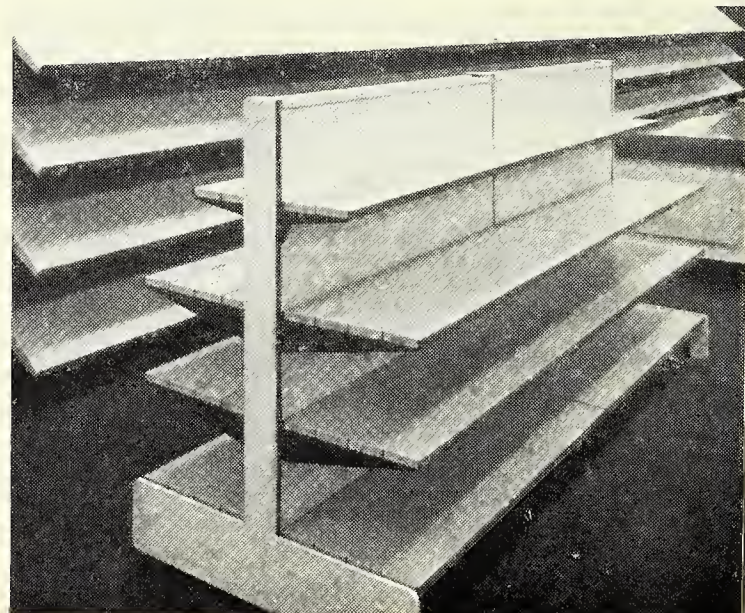
The system includes back panels and load bearing shelves (up to 40 in in depth) in a wide range of colours and materials treatment. These are fabricated from non-abrasive plastic coated stainless steel and are virtually indestructible in use. Also available are display units in all shapes and sizes, lockable counters, glass showcases, cupboards etc. Motorised and non-motorised checkout units can also be provided. The basic structural framework of the system is provided by interlocking

slotted columns which support the display equipment. Because all the members of the consortium are specialist shopfitters in their own right, each of them has the experience and expertise to meet individual requirements. Allied to this are central back-up manufacturing and fabricating services as well as warehousing facilities established by the consortium.

Each member has its own design facilities with staff well experienced in all aspects of store layout, allocation of merchandise

and presentation techniques, but the facilities are augmented by additional design expertise provided by Kind Store Equipment, whose studies can include the production of symbols and logos in a abstract or graphic form and this design capability can be extended further to include the creation, when required, of complete corporate identity programmes with architects on large projects, they are also skilled in handling the design requirements of specialist retail outlets and the work exhibits a high degree of care and attention to detail.

Co-ordination for the consortium operations is directed from Mansfield where Mr J. Norton Lea, managing director of Kind Store Equipment, has established head offices and where a new warehouse and showroom is nearing completion.



*A typical free standing gondola with shelving in the background supplied by Kind Store Equipment Ltd, 48 Ratcliffe Gate, Mansfield, Notts.*



# Meet our Sales Director

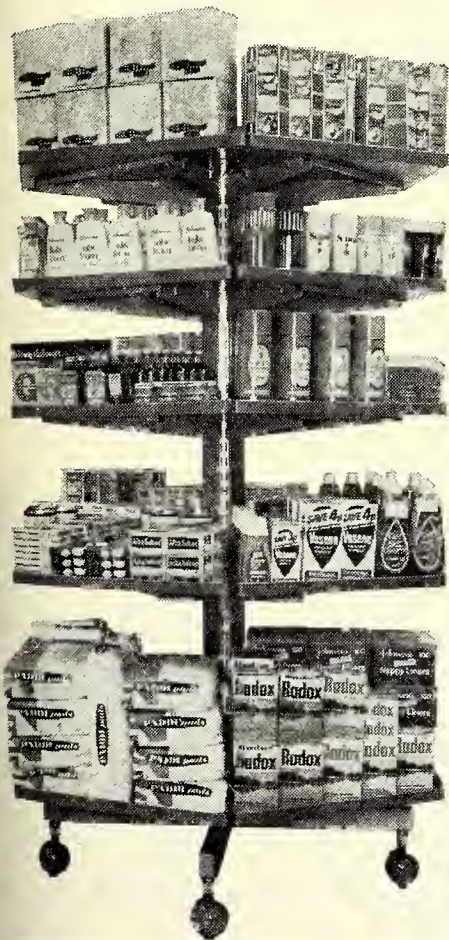
Our sales orientated Eureka instore system will add extra impact to your merchandising. Flexible, slot-together components, eye catching colours and a huge capacity. Many accessories available including cabinets, drawers, counters etc. Our Sales Director will increase your profits fast!



# and Merchandise Manager

Our Karu-Sell rotary display unit can manage a huge amount of merchandise with a capacity of 34.25 sq. feet of impact display in only 6.86 sq. feet of floor area. Ideal for promoting impulse sales. Amazingly varied applications. The exclusive diamond shaped shelves are instantly adjustable for height and slope and have binning facilities.

**Members of the Showrax Force.**  
*Free country - wide shop - planning service by Instore Consultants.*



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Please send me details of successful Eureka ☐ Karu-Sell ☐

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Address \_\_\_\_\_

Tel. No. \_\_\_\_\_ CD25/8



# Shopfitting round-up

## Vendortier stand

Porosan Ltd of Chichester have just introduced a three/four tier stand to fit most users' existing glass, wood or metal shelves. Brackets are available in widths of 8in and 10in and the stand will take up to four shelves 3-4ft long.

Marketed as the Porosan Vendortier it has been specially designed to accept almost any type of merchandise. The height is 24in and the base, 18in.

The shelf brackets may be fitted at any height simply by moving the fixing clip by a thumb screw to any desired position. Finished in chrome the Porosan Vendortier may be used to advantage to display more goods in windows and on counters. Price for one pair of tiers, 4 x 8in brackets, 2 x 10in brackets and six clips is under £11.50 including post, packing and VAT.

## Controlled Drugs storage

An easy answer to the controlled drugs storage regulations is the Nelldorn pharmacy drug security cabinet. The cabinet has been designed by a pharmacist especially for retail pharmacies, and the flexible interior allows for 41in of shelving for small stock items and up to 22in of shelving for large tablet containers, 22in for 500ml bottles, 76in of storage for ampoules and suppositories.

The flexible arrangements will also allow for storage of Winchester. Additionally there is a special provision, which every



practising pharmacist will appreciate—a rack for storing securely those odd loose ampoules which inevitably are left. The cabinet is finished in a durable baked on white epoxy coat, and is supplied complete with all materials and full, illustrated instructions so that the cabinet may be fixed in accordance with the Misuse of Drugs Act Regulations. Price £38.60. Details from Nelldorn Ltd, 6 Lambardes, New Ash Green, Dartford, Kent.

## 'Instant' posters

The importance to the retailer of quickly produced, easy to read posters and signs has never been greater, but all too often, those seen are badly produced and do little for the shop, or the product being sold.

The Primark Marketing Co, Earl Shilton, Leicester, have introduced a kit—which they say, is an "easy-to-use system that helps anyone to produce really professional posters and signs."

A Promark kit is made up of an individual fount. Three pens in different widths (each of which contains a felt tip) fit into the fount, and draw up the colour by capillary action. Four kits can be linked together with a carrying handle to make a complete four-colour set.

The colour range is—red, yellow, blue, black, orange, green, magenta and royal, and they are non-inflammable. Overlaying one colour on another produces a third colour—and so on.

As an introductory offer, Primark will give 1 kit free with every 3 purchased—a saving of £3.00 on the normal £12.00 selling price.

## PVC signs

From the development of their award winning Shopperester, which is a printed PVC sign, fitting and projecting from a patented metal clip that snaps into a ticket rail, Falconcraft (Aluminium) Ltd, Hainault Road, Romford, Essex, have now introduced the Striparrestor.

Basically, this uses any one of the PVC shapes in the wide range of Shopperester signs but, instead of using the metal clip, the sign attaches through a slot into a plain or printed strip. The strip has adhesive backing for attaching to any vertical or curved surface.

## Boots' big 'home-town' shop

Boots' biggest store is in the new Victoria Centre at their home town, Nottingham. With 40,000 sq ft of sales area on two floors, it was designed by their own architects department to display a wide range of merchandise in accordance with the company's established house style.

Structural columns are utilised to identify different departments, and give considerable colour and "gaiety" to the store by being faced in a range of Arborite plain colours on the front face.



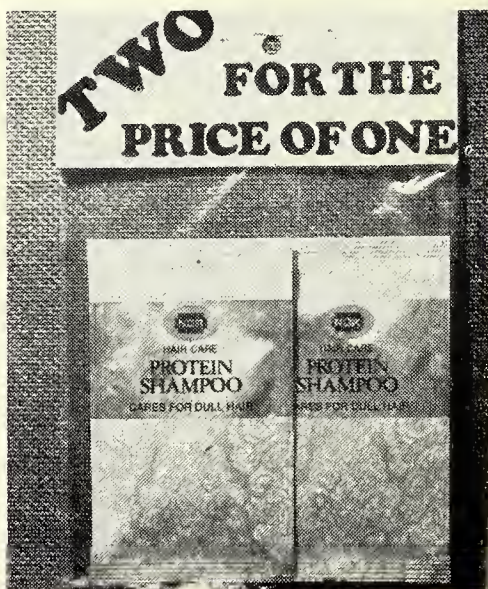
In Boots Nottingham's Victoria Centre

All display gondolas and counters are faced in cream or white laminates and have dark grey plinths. Bonding throughout to 3/4in block board.

As befits their latest branch in Nottingham they have left no possible doubt for customers for Boots' name appears nine times; on the road frontage and on the interior entrances from the Centre, on two levels. In addition there are four of the descriptive signs "Dispensing Chemists" again in their special built-up characters. This multiplicity of signs was made and installed by Claudgen (one of the GEO group of companies).

## Hangers for display units

The popularity of the Supastik self-adhesive hanger for displaying textile samples has led to adaptations for retail purposes. Chief among these are the hangers used for wall and free standing display units in shops. The items displayed include beauty products and sundries. With equal speed and ease, customers can serve themselves and staff can restock the display units. The entire Supastik system is marketed by Norprint Ltd, Boston, Lincs.



This label can help you solve your problems

*Shopfitting*

OLNEY BROS shopfitters offer you a complete service from start to finish. Beautifully fitted interiors using system 80. Stylish shopfronts, small building works, lighting, heating, even flooring and suspended ceilings. Yes EVERY ASPECT OF SHOPFITTING

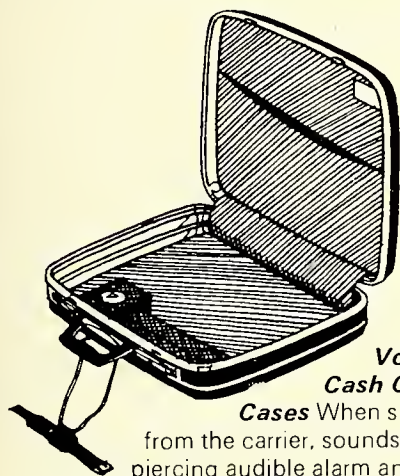
For details of services or just for ideas send to. OLNEY BROS LTD. Jado house. northbridge road. berkhamsted.herts ☎ 5417-9

name \_\_\_\_\_  
address \_\_\_\_\_

☎ \_\_\_\_\_



# Volumatic Security Products



## **Volumatic Cash Carrying Cases**

When snatched from the carrier, sounds an ear piercing audible alarm and sends off clouds of dense orange smoke. The cash is stained and made useless to the thief and the carrier is protected by a year's free insurance. It's a foolproof way to carry cash. Available in three sizes.



## **Volumatic Emergency Alarm**

A multi-purpose portable alarm for floor or wall mounting; gives immediate 'press to sound' and 'press to silence' operation with ear piercing signal. Foot or hand operated.

**Volumatic Stoplifters** Bright deterrent orange signs for hanging in retail sales areas. Each sign carries powerful anti-pilferage slogan on either side. A sure way of deterring the casual and impulse pilferer. Low in cost.

**SHOPLIFTING  
IS AN OFFENCE  
WE ALWAYS PROSECUTE**

All Volumatic security products are manufactured under stringent quality control and research is being conducted into the improvement of existing products and development of new products, particularly in the retail security field. We are always happy to discuss specific security projects with customers. All Volumatic products are backed by a one year written guarantee and a free deterrent notice issued with all retail security products.

Solve your security problems now – send for literature today. Cut out this advertisement, attach it to your letter heading and return it to us or just write.

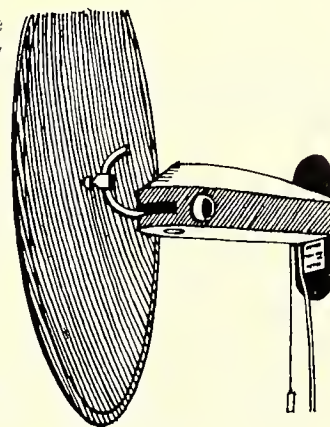
If you feel your store has special security problems, please don't hesitate to write or phone – our advice is freely available.

**Volumatic Limited – leaders in retail security**



**Volumatic Limited**  
Dept CD  
Taurus House  
Kingfield Road  
Coventry CV6 5AS England  
Telephone (0203) 84217/8/9

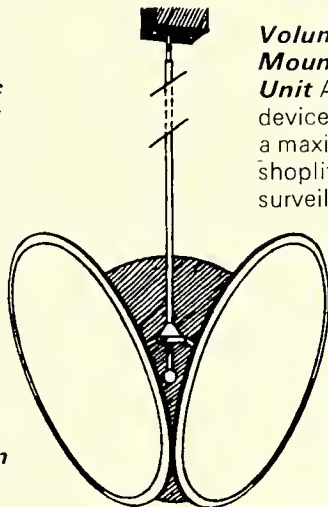
**Volumatic Security Scanning Arm** The ultimate shoplifting deterrent, an electrically driven arm onto which convex mirrors can be mounted. Moves the mirror in a 120 degree sweep every 20 seconds. The mirror's movement maximises the deterrent of the convex mirror and gives added surveillance. Neat, modern and highly effective.



## **Volumatic Ceiling Mounted Deterrent Unit**

A new security device designed to provide a maximum deterrent to shoplifters by constant movement of multi-angle surveillance mirrors.

A ceiling mounted arm on which are mounted three convex mirrors is driven in a circular motion by an electric motor. Can be fixed either to conventional or suspended ceilings. All the mirrors and the suspension tube in bright Volumatic deterrent orange. A fraction of the cost of similar products.



## **Volumatic Anti-Pilferage Mirrors**

Volumatic new generation circular convex mirrors with a bright orange 'halo' trim are the most effective low cost method of pilferage control; three diameter sizes 16 in., 24 in. and 34 in.; tough glass fibre backing makes them virtually unbreakable.

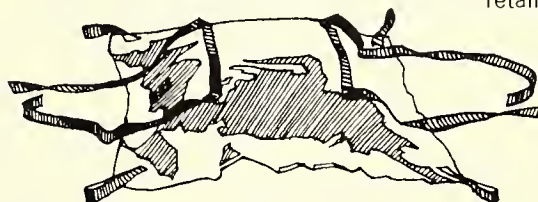
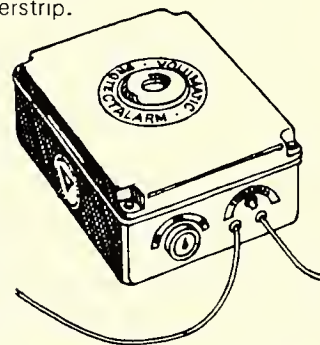
For tight corners, the Volumatic Slimview mirror is the answer. Oblong in shape it measures 24 in. wide by 16 in. deep. Bright Volumatic orange trim for added deterrent effect.

Volumatic Two-Way Observation Mirrors give discreet surveillance of high pilferage risk areas.

Available clear and indistinguishable from ordinary mirrors, or with Venetian silverstrip.



**Volumatic Protectalarm** An entirely new, battery operated loop alarm system that provides an unbeatable method of preventing the theft of merchandise on open display. Requires no maintenance and running costs are virtually nil. Supplied with coaxial cable that cannot be bridged. Automatic re-setting of alarm. Powerful audible signal. Applications in all types of non-food retailing.



## **Volumatic Bomb Blanket**

Designed to contain the blast from expedient (home made) bombs. Gives 16 sq. ft. coverage. Already in use by department stores and some public utilities. Designed to be placed over the bomb until disposal experts arrive.

**Volumatic Protectachain** Chrome finished neat, flexible ball-link chain for securing goods on open display. Very low in cost. Case studies show it can totally eliminate pilferage.

made to make you profit



# Unions attack pharmaceutical manufacturers over prices

A stinging attack over the prices charged by British and foreign pharmaceutical manufacturers for their products supplied to the National Health Service was contained in a paper issued by the General and Municipal Workers' Union last week. The writer, Mr David Warburton, is the Union's national industrial officer and he puts forward the views to support his Union's demand for nationalisation of the industry. He claims that no matter what the results of the present case between Hoffman-La Roche and the Government are, there is a "clear need to investigate the price policy of all companies involved in the manufacture and supply of drugs, particularly those in Britain". He asks for a complete evaluation of the present patent rights "to see whether they are contributing to high prices against the public interest".

The writer claims that Beecham's patent on Penbritin is an example of "excessive profits justified by little other than generalisations about 'research costs' which the company would find it difficult to substantiate".

Beecham has reduced the price of Penbritin 11 times by a massive 79 per cent yet this one drug accounts for 80 per cent of the company's pharmaceutical profits, he says.

He then goes on to give what he claims are the "free market" prices of drugs used by a number of leading manufacturers and compares them with the prices obtained for the finished products. They include the following:

□ Fisons pay £2,300 a ton for the raw material needed to produce Intal; they eventually sell it at £2·80m a ton, while the "free market" price is £145 per kg.

□ ICI charge £425 a kg for Inderal against the "free market" price of £7; and the same company charges £41·20 for Atromid against £2·66.

□ Berk Pharmaceuticals sell Duogastrone for £1,470 kg against £74; £49·20 for Asilone against £4·5; and £712 for Biogastrone against £74.

□ Boots charge £36 for Melsed against £3·1 and Beechams supply Penbritin at £120 against £36.

But topping the table are two American companies. Smith Kline & French, claims Mr Warburton, supply Stelazine in the UK at 145 times the cost of the same drug in the "free market", and Eaton charge 102 times more for the drug Furadantin. The term "free market" was not defined in the paper nor where the prices had emanated.

The Association of the British Pharmaceutical Industry suggested that they might be Italian prices of basic chemicals made on a pirating basis by companies which had no research costs to recover.

Fisons and ICI commented that under the Voluntary Price Regulation Scheme details of manufacture costs were disclosed

to the Department of Health and Social Security and were closely examined before the selling price to the NHS was agreed. ICI added that each year audited financial data of sales, profits, selling costs, research and capital were submitted to the Department. This information related to total pharmaceutical sales and was broken down to show the figures for the company's business in NHS products. "The Department of Health makes its own judgment on the acceptability of our prices and profits."

Berk Pharmaceuticals disagreed with the "free market" price given for Duogastrone. "I would dearly like to see an invoice," said their spokesman. He also added that the bulk price for chemicals was obviously very far removed from the cost of the tablets made.

With Duogastrone, "an even more complex process was involved as each capsule had to be treated to make it semipermeable".

## 'No sign of recovery in investments'

A warning about the continuing decline in investment in the UK Chemical industry is given in last week's *Chemistry and Industry*.

The results of a statistical survey showed no sign of an early investment recovery. There has been a decline in the real level of investment since the peak year of 1970 according to the magazine.

The investment for 1972 was 21 per cent down on the previous year, and 28 per cent down in the first quarter of 1973, based on 1963 prices. The Chemical Industries Association forecasts suggest that in 1973 the industry will spend around £290m at current prices against £310m last year, or £170m against £197m at 1963 prices.

## Scottish reorganisation: personnel functions

The role of the Common Services Agency in the Scottish NHS after 1974 is described in the latest reorganisation circular from the Scottish Home and Health Department. Referring to hospital services, it says that the CSA's Manpower Division is to be a source of advice and guidance to health boards and staff on career development matters generally and undertake national recruitment publicity campaigns. Certain training schemes will come under the CSA, but not professional training. The CSA will play a part in collecting and analysing information on manpower resources, although national manpower policies will be formulated by the Department. The Information Services Division of the CSA will hold certain data for the Manpower Division.

The three primary groupings within the CSA Manpower Division are suggested as: medical, dental, pharmaceutical and optical; nursing; and general. Advice to the groups about the professions concerned would be provided by members of the professional component of CSA either full or part-time. Each group will have its own officer in charge.

For each of the professional groupings a steering committee will be required, containing representatives of the health boards and staff interests.

A personnel division for each health board is suggested in the circular. Its functions will include recruitment, promotion and appointment arrangements, training, continuing assessment of manpower needs, staff complements, grievance and disciplinary procedures, and application of Whitley agreements. Full development of personnel divisions, the circular adds, could take a period of years, although the personnel officer should be in post as soon as possible after the appointed day.

## FDA find company's unit dose systems unsafe

The US Food and Drug Administration has advised hospitals that certain unit dose drug delivery systems are unsafe to use "because of the firm's failure to manufacture the drugs in conformity with the current good manufacturing practice". Some of the units, manufactured by International Medication Systems Ltd of California, were found by the FDA to be unreliable in performance or their sterility may be compromised, due to the conditions of manufacture. Many of the drugs are intended for use in emergency conditions, eg cardiac arrest.

The firm declined to undertake a recall of all its products, so the FDA wrote to 7,000 hospitals and the American Pharmaceutical Association requesting the discontinuation of use of their unit doses.

## DITB publishes new grant scheme

The recommended grant scheme proposed to be operated until next July has been published by the Distributive Industry Training Board, MacLaren House, Talbot Road, Stretford, Manchester.

In the booklet's foreword, Grants and Guidelines No. 4, the Board suggest that many firms below the levy cut-off point could benefit from the DITB's services and suggest they consider enrolling as voluntary levy payers. The cut off point has been raised to under £8,000 payroll or less than 10 employees.

The Under Sixty Scheme, for firms of a payroll up to £60,000, has been opened now to firms with a payroll under £100,000, although the title has been retained. Under Sixty firms receive a special pack containing examples of all necessary documents for a complete training scheme.

## Jeyes increases allowed

The Price Commission this week approved price rises in Jeyes Group products as follows: soft toilet paper 6·61 per cent, manilla toilet paper 7·59 per cent, and paper towels 5·73 per cent.



# Market News

## DEARER HONEY

London, August 22: Honey prices have moved ahead rapidly and the Canadian now stands at £500 per ton, following rises in the Australian varieties. The rises are attributed to currency problems and the fact that the next heavy crop (October-November) will not reach Britain until the New Year. As a consequence, rates are expected to go even higher.

Other crude drugs to show increases included Curacao aloes, Peru balsam, gentian, menthol and podophyllum.

In a firm market for oils, olive oil was up by £40 a metric ton forward, £35 spot. Higher too were white camphor, eucalyptus, patchouli and Brazilian peppermint.

## Pharmaceutical chemicals

**Ammonium bicarbonate:** £55 metric ton delivered; carbonate lump and powder £88.20.

**Aspirin:** 10-metric ton lots £577.50 ton; 5-ton £583; 1-ton £592.50.

**Theophylline:** (50 kg) Hydrate anhydrous and ethylenediamine (aminophylline) £2.76 kg; 100-kg £2.73.

**Thymol:** In 1-ton lots £2 per kg.

**L-Thyroxine:** £1.75 per kg.

**L-Triiodothyronine sodium:** £2.50 per g.  
**Zinc carbonate:** BPC 25-kg sacks £0.25 kg.  
**Zinc chloride:** Granular 96-98% £150 metric ton.

## Crude drugs

**Aloes:** (metric ton) Cape spot and shipment nominal; Curacao spot £760; shipment £730 nominal, cif.

**Balsams:** (kg) **Canada:** Spot cleared; shipment no offers. **Copaiba:** BPC £1.40 Para, £0.90. **Peru:** £2.45 spot; £2.35 cif nominal. **Tolu:** BP £2 spot.

**Gentian:** Root £620 metric ton spot; £590, cif.

**Ginger:** (ton) Cochin £325, cif. Nigerian split £355, cif, peeled £340, Jamaican No. 3 £870; Sierra Leone £460, cif.

**Honey:** (per ton in 6-cwt drums ex-warehouse) Australian light amber £470, medium £460, Canadian £500, Chinese light amber £440.

**Jalap:** Mexican tubers £1,550 metric ton cif nominal. Brazilian £340 nominal.

**Menthol:** (kg) Chinese spot £7.50; shipment £7, cif. Brazilian spot and shipment £6.50.

**Pepper** (ton cif) Sarawak black July-August £565; white July-August £915.

**Podophyllum:** Emodi (metric ton) £375; £360 new crop Sept-Oct, cif.

**Sarsaparilla:** Spot £1.16 kg; £1.12, cif.

**Senna:** (per kg) Alexandrian h/p pods from £1.54 spot; manufacturing nominal. Tinnevely h/p pods £0.60-£0.65; faq pods £0.40-£0.45; leaves faq £0.26.

## Essential and expressed oils

**Camphor white:** £1.20 kg, cif.

**Clove:** Madagascar leaf £2.20 kg spot and shipment, cif.

**Eucalyptus:** Chinese £3.70 kg, cif, Oct-Nov.

**Olive:** Spanish £575-£585 metric ton, cif. Tunisian £585-£595. Spot £615-£625 duty paid.

**Patchouli:** Spot £7 kg; £6.75, cif.

**Peppermint:** (per kg) Arvensis Chinese £3 kg spot; £2.90, cif; Brazilian £3 spot; £3.20, cif. American piperata firm at £7.50-£8 spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax.

# Coming events

## Sunday, August 26

**Society of Cosmetic Chemists of Great Britain,** Grosvenor House Hotel, Park Lane, London. VIIIth International Congress, Until August 30.

## Advance information

**Royal Society of Health,** Pharmaceutical Group Luncheon Club: Mr S. Howard on "Television and radio advertising of medicines—why it is controlled and how", Cumberland Hotel, London W1, October 4 at 12 noon (cost £4.25). **Pharmaceutical Group:** dinner with guest speaker Dr D. C. Quantock, medical adviser, Association of the British Pharmaceutical Industry on "The role of the medical adviser in the development of new drugs", Pharmaceutical Society, 17 Bloomsbury Square, London WC1, October 17 at 7 pm (cost £7.50).

**Professional Business and Industrial Management Studies.** Update seminar on value added tax for the chemical and allied industries (speakers Mr Hugh Mainprice and Mr David Bailey), London, October 10. Fee £29.70 (including VAT). Details from PBIS, 21 Montagu Street, Portman Square, London W1H 1TB.

**Association of Veterinarians in Industry.** Symposium on animal tests, Penta Hotel, Cromwell Road, London SW7, October 11-12. Registration fee £16 (£15 before August 31) to June McGlinchy, Henderson Group One, 23a Craven Street, London WC2.

**West Midlands Region, Pharmaceutical Society.** One day conference, on "The future of pharmacy," University of Aston in Birmingham, October 14. Details from C. E. Turner, Treen, Church Lane, Endon, Stoke on Trent ST9 9HF.

# Classified Advertisements

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**Circulation** ABC January/December 1972, 14,992.

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# Classified advertisements

## Hospital appointments

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The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

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# Supplement to Chemist & Druggist September 1 1973

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**Beauty Business** Editor: A. Wright**CONTENTS**

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# WINTER COMFORTS

There is something almost comforting—as far as beauty goes anyway—about the coming of winter. Nothing flatters a woman more than softly-lit, frosty evenings when all those extra wraps and woollies can conceal a multitude of sins as well as exude an air of mystery. Makeup, as well as fashion, reflects the season by becoming more dramatic and sophisticated and—by the look of some of the fashion forecasts—even a little decadent! This is the time to have all the displays of the more exotic products and colours so customers can experiment with a particular look in time for the party season. Where a particular look has been launched make sure all the matching products are together and, so as to project a complete make up, try and tie a particular hair colour and perfume in with the display too.

However, before we are carried away altogether with the wintry glamour of it all, spare a thought for those people who take late or even second holidays, and don't want to look for their sun preparations through a jungle of Christmas goods and makeup products—if they can find any at all! Also remember slimming is becoming another all-the-year round subject; indeed, many women prefer to slim during the autumn months even if they don't particularly need to, so as to really let themselves go during the Christmas excesses!

## If the face fits . .

Autumn is a useful time to adjust to the very different makeup needs of winter. And the various makeup looks launched by the cosmetic houses help most to make an easy transition from the light, no-makeup look of summer to the heavier, more deliberate face of the new season. Elizabeth Arden's "Serene Look" is gentle, muted and misty—reflecting the autumn mood appro-

priately. Eyes, say Elizabeth Arden, are important; the shape emphasised with deep-blue-green shadow elongated to an almond shape with frosty Creative Colouring Pencil. Mouths are full, outlined with pencil and filled in with Naturally Moist lipcolour in new Plum Dynasty, which is a dusky pearled-pink shade. The complexion is clear-toned, smoothed with Flawless Finish and touched with Cocoa Rose Colour Veil blusher, also a new shade.

Estee Lauder's personal forecast for autumn calls for the "structurally sound face, 'very together' as opposed to the let's go natural face". She uses Color Wash, a sheer liquid color tint for moulding and shaping the face; two contrasting shades of pressed Eyelid Shadow with the darker shade on the browbone. Eye Glaze blended just above the eyebrow, supplies the highlight while Lustrous roll-on mascara thickens the lashes. "By using a pale shadow on the lid and a darker tone on the browbone you can give eyes new depth, shape and mystery" states Estee Lauder.

Both these looks are as different as could be from Christian Dior's autumn/winter look which is described by the creator, Serge Lutens, as "wild, yet disciplined". He goes on to say, "this season's woman knows her power, is both confident and predatory. She lies in wait, certain of her prey"! Make of that, what you will. With his look, the skin is pale, the cheeks are blushed to the nose while the eyes are narrowed to a lozenge-shape, half-open. The eyelids are richly coloured with rosy, blue or green Tartare shades extended, straight and definite to the eyebrows—sometimes echoed as far as the cheekbones. The mouth is hard and fine, coloured brownish red while the nails are definite and startling. And to coincide with the look, Christian Dior has launched a range of products called Les Tartares which comprise eye colouring pencils, four compacts each containing four powder shadows, six single compact eyeshadows, six stick eyeshadows and new shades of lipsticks and nail glosses. (See the "look" on p7).

## Hair tomorrow . .

Short and neat are the adjectives being used to describe hair styles for autumn. Poly Hair Cosmetics say the new hair shapes will be smaller, with hair cut shorter and the bulk taken out of the back and tailored in closer to the head. L'Oreal's prediction for shape is a precision cut whatever the length, but short is still the favourite.

Conditioning and colouring becomes essential to enhance such simple, head-hugging styles. Colouring can be extra effective with the current halo-colouring fashion especially with toning shades such



*Courtesy of Poly*



*Courtesy of Elizabeth Arden*



*Courtesy of Clairol*



*Courtesy of L'Oreal*

as brown and warm beige tones or red with gold.

Most of the hair cosmetic companies seem to be unanimous on their choice of colour for the autumn. Both Poly, L'Oreal and Clairol recommend red of every shade and hue. Red, explains L'Oreal, is the perfect foil for all those ladylike clothes with the emphasis on plain colours that are now in the shops.



# PARFUMS *Dana*

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—PLUS—

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New Tabu body lotion

—PLUS—

Free spray cologne

—also—

New bath size (6 oz)

Tabu Soap





By ELIZABETH ANDERSON

# Perfume Potential

*With the thought of the Christmas selling season not so far ahead it is time wise salesgirls did a little home-work about one of the most precious commodities on their beauty counters—perfume. Fragrance is the one beauty aid you can sell which can be enjoyed blindfold and has a quite magical ability to stir the spirit, evoke a memory, match a mood.*

Like most of the ancient arts, the origins of perfumery are obscure. Some say it began with the Atlantians, who flourished as long ago as 23,000 years B.C. Some contend that perfumery was first discovered in Mesopotamia and others that perfumery was first practised in Arabia—still romantically known as the Land of Perfumes. But, if there is any doubt as to where the art of perfumery was first practised, there is no doubt that, in the beginning, aromatics had a religious significance. Mankind first concocted perfumes to offer up as fragrant treasures, burnt offerings to his gods. The word perfume is, in fact, descriptive in itself, being derived from the Latin words *per* = through and *fumum* = smoke.

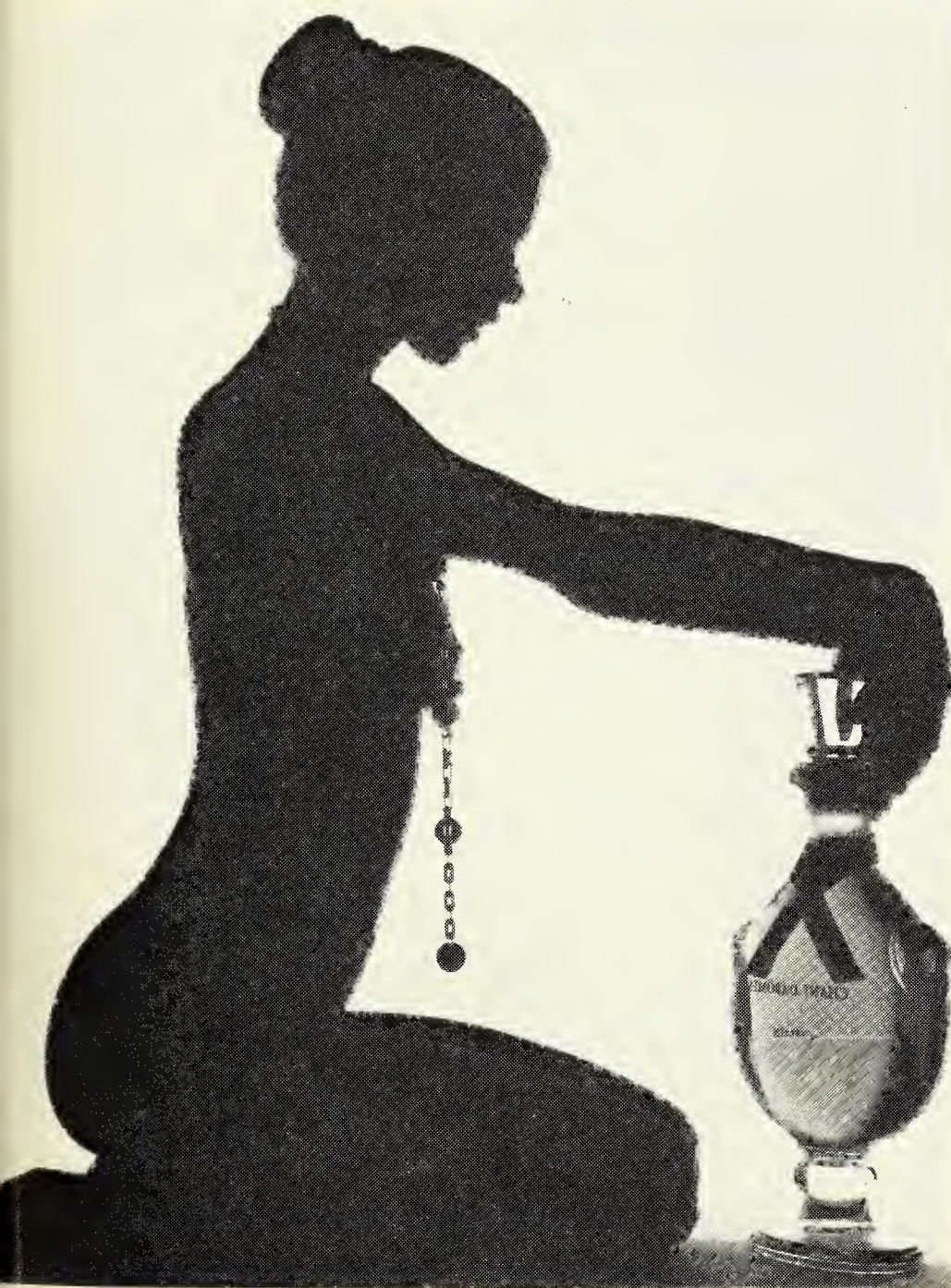
It was the Egyptians who adapted perfume for their personal use. The beautiful Nefertiti, Queen of ancient Egypt, even perfumed her eyelids—and, what is more, used a different scent for each lid! From Egypt, the study of aromatics passed to the Assyrians, the Greeks, Romans, Arabs and, last of all, to the modern European nations and the New World.

## Distillation

It was not until the Middle Ages that the secrets of distillation were discovered which laid the foundations for the perfumery the western world knows today. During the thirteenth and fourteenth centuries the Italians made great advances in methods of perfumery. They had the twin advantages of the natural resources of their highly scented native flowers, and their access to all the aromatic products of the East. Venice then was a centre of trade with the Orient and, from the caravans of Asia, came eastern spices of cinnamon, pepper, cloves, nutmeg, cardamon, pungent musk and valuable resins and gums.

Now the perfumer has a huge range of both raw materials as well as artificially manufactured ingredients to draw on, and these more recently developed skills have improved both the quality and the lasting properties of many of today's perfumes.

*Continued on p6*



*Courtesy of Guerlain*



# Perfume Potential

Continued from p5

## Choosing the right fragrance

A woman's fragrance is as personal as a fingerprint, her most identifying mark. Perfumes are like colours: some as freshly innocent as a green meadow, some as vibrant as a rose-shot sunset, and the matching of a perfume to a personality is something on which you should be able to advise. Body chemistry is another factor in choosing perfume as a scent is intimately affected by the acidity or alkalinity of the wearer. The type of skin must also be considered as an oily skin retains a scent longer than a dry one and thus needs less perfuming. Even the weather matters, as a fragrance, especially if it lists musk amongst its ingredients, will smell more strongly and linger longer on a wet or humid day.

With these factors in mind help your customer to choose from amongst these general types:

**True Flower.** Perfumes that come into this group have a single flower scent predominating, even so some discretion and advice may be needed; there is a world of difference between lily of the valley and gardenia! Examples: Coty's Muguet des Bois, Roger & Gallet's Blue Carnation.

**Flower Bouquet or Flower Fantasy.** The fragrances in this group are a subtle harmony of several floral notes. They may have other distinguishable notes as well, but these are always of secondary importance to the flowery overtones. Examples: Elizabeth Arden's Memoire Chérie, Lubin's Nuit de Longchamp.

**Fresh.** The perfumes in this group are, perhaps, especially suitable for the young. Floral in character they all possess a distinctive fresh top note, sometimes called by perfumers, "green" notes. Examples: Guerlain's Jicky, Lubin's Gin Fizz.

**Fruity.** Perfumes classified as fruity are evocative of mellow summer scents ripening in the sun, and often possess the warm smell of a peach. Examples: Marcel Rochas' Femme, Caron's Fleurs de Rocaille.

**Spicy.** Perfumes which derive their character from the true spice ingredients belong in this group. These blends can be heavy with the scent of musk, amber, or vetiver, or can have a distinctly sweetish bouquet distinguished by jasmine and rosy notes. Examples: Dorothy Gray's Midnight, Picot's Pagan.

**Woody.** Recognise these perfumes by their undertones of aromatic notes of sandalwood and rosewood, or by their warm resinous notes of gums and balsams, lightened by flowery chords. Examples: Lubin's Eau Neuve, Yardley's Bond Street, Yardley's Flair.

**Mossy and Fern.** These are the scents

that carry a tang of the countryside. Many have the earthy notes found in oakmoss, herbs, geranium and lavender but, because of their deeper undertones are as suitable for the sophisticate as for the outdoor girl. Examples: Lenthéric's Tweed, Dior's Miss Dior.

## Selling perfume

Your success in selling perfumery will depend very largely on your ability to create around your counter an atmosphere which is conducive to your customer's full appreciation of the products you are handling. If you lack a basic interest in the beautiful perfumes that crowd your counter your attitude will, for sure, communicate itself to your potential buyer. There is nothing more infectious than an informed enthusiasm, and an enthusiastic salesgirl will surely be a successful one.

Apart from enthusiasm perhaps the most important thing you should try and put over in your sales talk is the utter necessity of perfume in living today. More than two thousand years ago the poet Pliny realising the importance of perfume as a joy to everyone wrote that "perfume is a luxury made not for our own enjoyment, but for that of others". Of course there are so many new smells in modern life like chemicals and petrol that personal scents to be found attractive must be more subtle, but nowadays a woman can delight in the thought that, whilst pleasing others she is also indulging herself and her femininity, for today's fragrance products surely bring as much pleasure to the user as to those around her.

If your perfume customers are going to be repeat customers, which they should be, you will need to be able to advise them not only on their choice of perfumes, but also on the way to use them to the best advantage, and also how to care for it. A woman who, through ignorance, allows her precious perfume to oxidise will be a dissatisfied customer who won't come back for another bottle. A woman who knows nothing of the make-up of a solid fragrance, and so allows it to evaporate and shrivel up, certainly won't be coming back to your counter for a replacement. So study the following pointers on the care of perfume and you will be able to count on happy customers who, because they are getting full value from their purchases, will be beating a path back to your counter for more!

## Storage

Perfume should always be kept in a cool dark place. Never stand it on a radiator or leave it exposed on a dressing table in the sunlight (however glorious the bottle looks). Bright light or heat can drastically upset the balance and quality of a fine perfume. But, whilst it is true that perfume, like wine, keeps best in a cool, dark place, it is also true that neither perfume nor wine can be enjoyed until the stopper has been removed from the neck of the bottle, and once removed and the bottle opened a woman should use it regularly—and use it up!

Evaporation of perfume in a bottle of which the seal has been broken can be prevented by sealing the neck with a film of colourless nail polish.

Sometimes, perhaps, you will have had a complaint from a customer who cannot remove the stopper from her bottle of



Courtesy of Floris

scent. Don't advocate strong-arm methods to dislodge it. The answer is to tap the neck of the perfume flacon against another glass bottle top, turning the bottle gently all the while until the stopper can be eased out.

*Solid perfumes and Colognes* will always evaporate quickly when exposed to air, but they are usually sold in hard plastic containers with close-fitting caps, and these must always be firmly screwed tight after use.

*Aerosols* function best if kept at room temperature, whilst

*Colognes and toilet waters* are extra-specially refreshing if cooled in a refrigerator before use.

## Fragrance fashions

Perfumery chemists forecast a trend towards more new perfumes with fresh citrus notes and woody tones. But, at the moment, there is also a strong feeling for that paladin of perfume notes—musk. Musk has long been used as a fixative in perfumes of a warm and exotic type, but recently several firms have marketed fragrances that major strongly on a purely musk note. There are, of course, many different types of scents of musk from the soft and flowery to the heavy and faintly oppressive, but one thing all musk perfumes have in common is their long-lasting quality.

Max Factor introduced their Wild Musk earlier this year, a perfume they describe as wildly exciting, wildly provocative and wildly sensual. It certainly has a strange bitter-sweetness which develops into a rich fullness and then to a full-bodied perfume. Wild Musk from Max Factor is particularly attractively presented: the Fragrance Essence in a clear glass bottle, and the Spray Essence in a delicately fluted aerosol bottle, both with rich brown tops.

Bonne Bell produced their skin perfume—Musk—earlier this year, and followed it up with two more earthy scents—Skin Civet and Skin Ambergris, whilst Lechner jumped on the Musk bandwagon with their Scent One, which is a true musk fragrance.

What else has appeared on the scent scene over the past few months? There has been Courant by Helena Rubinstein. A gay, warm scent with an exceptional lasting power drawing its strength from Balkan oak moss subtly blended with derivatives from myrrh and frankincense. Courant's packaging is elegantly contemporary with a pale celadon green and taupe theme with



silver and white accents. The bottle used is a sparkling cubist design with a crystal cap.

Vidal of Venice presented Missy, a perfume for the young and young in heart, inspired by the timeless beauty of Venice itself—the “Queen of the Adriatic”. It has a summery-green fragrance: the top notes are of lemon, orange blossom and bergamot, its heart is lent fullness with geranium, jasmine and lily of the valley and it has base notes of vetivert and patchouli to lend the scent depth. Its translucent green colour gleams through the elegant silver-topped bottles.

Charles of the Ritz have launched their Ritz perfume—a clear invitation to “put on the Ritz”. Ritz is a blend of floral and green notes, and there is not only Ritz perfume, but a Ritz perfume spray, Ritz Double perfume for the woman who wants a more intense scent, and the ultimate is their Ritz Triple perfume Pencelle. This last, treble strength scent comes in a sleek, sponge-tipped wand all ready to be stroked on to the pulse spots.

September will see the introduction of Prince Matchabelli's Wind Song, for over ten years one of America's five top-selling fragrances. Wind Song is a rare citrus oil blended with tangy, leafy notes rounded off with rose and jasmine oils. Its deeper notes are of sandalwood and ylang ylang. The packaging, which has been specially created for the British market, has a unique perfume bottle and, with its white Wind Song motif, carries a solid glass stopper which echoes the serpentine curve of the bottle, and is cartoned in classic white with touches of green and gold.

Also due for a September launch is Charlie from Revlon. Aimed at the “independent girl who knows when to cling” and described as the “right every time smell”, Charlie will initially be available as Cologne, Cologne spray and perfume spray.

Coming from Chanel in October is their first new fragrance for forty years—Chanel 19. They describe this floral bouquet as a “cascade of flowers, and it has notes of Florentine iris, violets from Grasse, ylang ylang from the Comoro Islands and white hyacinths, as well as scented mosses to lend a cool, green note and woody tones of sandalwood and sycamore to give depth, all fixed with hints of musk and ambergris to ensure the perfume's lasting qualities”.

### The spray story

Very strong on the market this autumn will be the perfumes presented in spray or aerosol form. Estée Lauder's latest is called Alliage, described as a fresh “sport” fragrance, it has a young, wholesome, outdoor, green perfume, and all the Alliage range are bottled in handsome, weighty decanters with silver fluted closures, and are boxed in woody green with graphics in wild berry red.

Jean d'Albret's two favourite perfumes—Ecusson and Casaque—are now both available in 4oz aerosol atomisers of pretty ribbed glass decorated with the embossed griffins which are the Jean d'Albret emblem. Ecusson is essentially feminine and sophisticated: a subtle melange of jasmine, rose and exotic tuberose. Casaque is gay and younger in feeling.

From Worth comes news of an addition to the famous Je Reviens range—another spray, this time named Travel Spray.

Worth's slim black and gold atomiser containing an ounce of Je Reviens parfum de toilette is compact enough to slip into a handbag. A super travelling companion for today's girls on the go!

Last, but by no means least, is news of the latest perfumery range from Goya—Omen—which will be coming on to your counters some time in September. Omen is a sensitive blend of rose, jasmine and iris with eastern wood oils including sandalwood and patchouli. Omen has been contained and packaged by a young sculptor whose imagination was allowed free rein. Working in scarlet plastic, deep blue glass and bright yellow carton board he has produced a series of shapes and colours that switch on a new current in perfumery design.

And, naturally of course, the series includes a fragrance spray and, for the time of the launch only, a small spray of the perfume.



The “wild, yet disciplined look” for winter created by Serge Lutens at Christian Dior (see page 3).

## SHOWING OFF....

### GIFT NOVELTIES



A cut-out silhouette is a useful method of emphasising a display. This is a neat example prepared by Jean Sorelle that helps to “hold together” a display of a variety of shapes and colours.



# Wella + IPC =

We're getting together to give





# The BIG Plus

## The Big Plus to your business

The creme rinse market is booming. And Wella creme rinses have been mainly responsible for that boom. The striking packaging stands out on the shelf and really makes for impulse purchases. Wella continue to be the biggest ever brand name

advertising hair care in IPC magazines.

Wella make the news. IPC have the readership. Together we'll give a big plus to your business. Just display Wella creme rinses and watch them sell.

**IPC Women's Magazines**  
where women get the message







BRUT for men. After shave, after shower, after anything.



Fabergé WEST. The spirit of the West in a new man's cologne.

# The sweet smell of success.



"For the love of life"



The day of the foppish Englishman, noted for his dress, decorum and duelling ability looks like making a spectacular comeback (hopefully the duelling ability is now channelled into other fields!) The drabness of dress and the hearty boys' pungent smell of the rugby field, prevalent for so long, is now definitely out of date. Men have once again acquired a sense of high fashion and a sensitivity about their personal hygiene which is gladdening the collective hearts of the ladies—not to mention the makers of men's toiletries!

After shave is still the most popular purchase although deodorants and hair dressings are showing a considerable growth potential. In 1972 the after shave market was estimated to be worth around the £11,000,000 figure—and it's still growing. Most people realise that it is the woman who buys the bulk of men's toiletries—as she has very definite ideas how she wants her man to smell. This could be why most manufacturers promote their ranges with a "virile, sophisticated image" to appeal mainly to women (perhaps they hope that a little of the image might rub off on their partners!)

When it comes to after shave, however, it's still basically the smell that sells. After shave lotions tend to have a lower level of fragrance than Cologne but the lotions have added ingredients like an emollient (such as glycerin) to soothe the skin, camphor and/or menthol to cool and perhaps tighten the skin, witch hazel for an astringent effect and certain antiseptics.

The main function of pre-shave lotions is to prevent irritation of the skin and generally to make the job of shaving easier; most lotions on the market include ingredients which can encourage the hair bristles to stand up so as to receive a closer shave. Pre-shaves usually contain a much lower level of perfume.

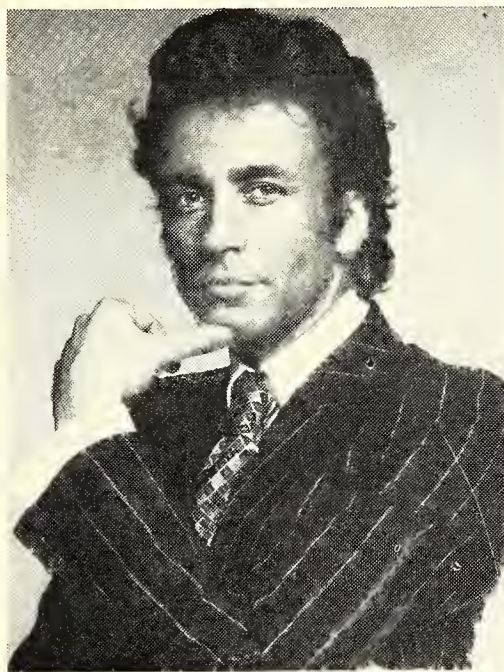
After shave conditioners are becoming much more popular now, as most manufacturers realise that a man's skin can be every bit as tender as a woman's, particularly when they scrape a razor over it daily! These conditioners are basically meant to act as a soothing agent and will usually have a lower concentration of fragrance than the after shave lotion. And once a man (or woman) decides that he likes the smell, usually after receiving an after shave as a gift, then they will often be prepared to buy other products in the range with the same smell such as deodorants, talcs, soaps and shampoos.

## Fragrances

Until now citrus has been the firm choice of most perfumers when creating a new fragrance for men. Most of the ranges on the market comprise this citrus note, including Dunhill with its classic woody, mossy scent topped with citrus notes; That Man from Revlon which is a composition of citrus with warm herbaceous tones blended with woods and fleurs des tabac; Tabac from Eylure combines citrus with mosses, sandalwood and spice; while Pub, also from Revlon, is a blend of chypre and citrus mixed with aromatic spices plus oriental balsams and woods.

Recent newcomers to the field include Agua Brava, a complete range of prestige products developed by Antonio Puig S.A.

# GET HIM!



*Courtesy of Agua Brava*

of Barcelona and marketed by the Gala Cosmetic Group.

The Canoe Royale range from Dana Perfumes has a cool, crisp fragrance blended with Bergamot and other citrus notes and comprises aftershave in a cut glass bottle, anti-perspirant, spray and shaker talcs and travel soap.

Another newcomer is the Trouble range from Mennen. Described as "a blend of rare exotic scents", the products include aftershave, Cologne and talc.

Faberge West is a recent addition to the house of Faberge and is described as being "the spirit of the West", aimed at "a man who lets nothing stand in his way". Packaged in heavy glass bottles with beaten copper colour cans the range includes lotion, talc, anti-perspirant, creme shave and soap.

Also from Faberge is the Brut 33 range, based on their successful Brut fragrance and comprising deodorant, anti-perspirant, creme shave, hair control and balsam shampoo with protein.

## Crowning glory

Ever since Samson men have been concerned about their hair, but never quite so openly or so vocally as in the last few years. Crewcuts grew out into Prince Valiant lengths; moustaches, sideburns, even beards grew on the most conservative faces; and now the most fashionable male is being razor trimmed and styled to a variety of hair lengths. And with this emphasis on hair, men have become aware of those heretofore unknown problems of split ends, lack-lustre and "Stringy, unmanageable hair". Products to shampoo, style, manage, give body and condition are now most important to manly egos and open up a whole new market for the trade.

The actual hair dressings market is estimated at *rsp* £8.5 million in 1973. The market itself is broken down into three sectors: haircreams with a 50 per cent market share; tonics/liquids/gels with a 30 per cent market share; and aerosols (a much more recent introduction) with a 20 per cent share. Currently, it is estimated, about one in four men use a grooming preparation and the heaviest usership is thought to be amongst the 35-55 year olds.

Average sterling sales level increases by about 20 per cent during November and December for the Christmas period. Aerosols say Chesebrough-Ponds, makers of the Vaseline range, tend to benefit most from this factor at present. And it is these aerosol lines which are generally gift promoted more than creams and tonics.

Hair creams are said to have the largest sector of the market, with the highest usership estimated to be between men of 35-65 years. These are traditional users who are very brand loyal and therefore brand shares change very little. This type of consumer looks for a product to control his hair under all conditions. Present trend is for the hair cream to also act as a conditioner, such as the Vaseline hair cream and conditioner which helps prevent fly-away hair.

Usership of hair tonics/liquids/gels usually begins after the age of 30 and continues on an even pattern. As with the creams, the usership is stable and traditional. Consumers here are looking for a product which is more therapeutic than hair cream, i.e. one that will replace natural oils and keep hair healthy such as Vaseline hair tonic and scalp conditioner, Beecham's Silvikrin hair tonic and Vitalis from Bristol-Myers.

## Hairspray survey

Aerosols represent the fastest growing section of the hair dressings market and are soon expected to account for 30 per cent of the men's hair grooming products in sterling sales. During the past year there have been a number of product launches, including Vaseline hairspray and conditioner for men, Black Knight from Bristol Myers and the latest one, Falcon hairspray from Beecham products, launched last month.

Beechams recently carried out some interesting research on the men's hairspray market which showed 70 per cent of male hairspray users are under 35 years old as these products are now accepted as being both masculine and greaseless. There are two types of users, say Beecham:

**The low frequency users:** described as undomesticated, unmarried teenagers enjoying the taste of youth and the sexual hunt! Their outlook is immature and they seem to be unaware of the consequences of ageing. They use hairspray as a greaseless "lacquer" to be employed only for special occasions:

**Regular users:** these are men usually between their early twenties and thirties. The sexual hunt, say Beechams, is not so urgent but they still want to be noticed by women and approved—at a distance! They see hairsprays more in terms of a greaseless hairdressing and tend to use them regularly in the morning.

Their research on types of packaging concluded that the majority of male hairspray users prefer their product in a traditional pack and are still a little dubious of "fancy" packs. On prices, they discovered that men do not automatically believe that the high quality of a toiletry product is commensurate with a high price—unlike the female market. They have, concluded Beechams, confidence that a high quality hairspray can be found in the 25-30p price range and are reluctant to pay more.

Which all goes to prove that men are becoming just as "finicky" shoppers as women are said to be!



**When your  
customers feel  
like this...**

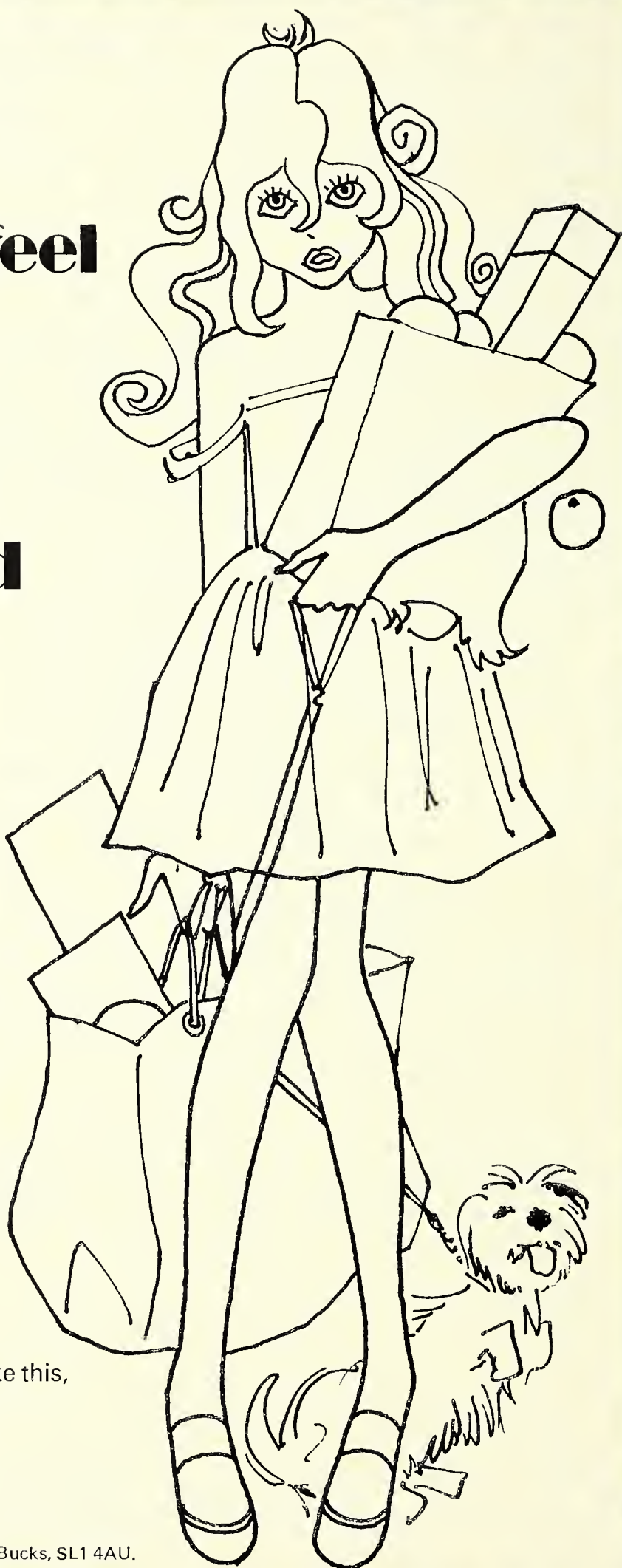
**recommend  
Radox**



You've probably seen customers looking like this before. Tired, tense and just generally 'fed-up'.

That's the time to recommend Radox. Nothing eases tired muscles (and tired customers) quite like a hot Radox bath. That's why thousands of people are already sold on Radox Salts or Liquid Radox. (Don't forget that Radox Salts outsell all other similar brands combined and Liquid Radox is a brand leader too!) And a National TV campaign appearing now will increase demand.

So next time your customers look like this, don't forget — Recommend Radox.



A Nicholas **N** Product

Nicholas Products Ltd., 225 Bath Road, Slough, Bucks, SL1 4AU.





Courtesy of Lenthalic

# Bathtime Brigade

*Bathtime means different things to different people. To most it's an enjoyable way of relaxing after the daytime pressures; to others it's a quick effective method of getting clean. Between those two extremes are many variations; but whatever the personal idiosyncrasies of your customers, they usually share one thing in common—they want something to put in their bath.*

The bath is now an accepted part of the British way of life, and bathing no longer the event of the week it once was. With this change of attitude, and increased affluence, has grown up a whole new market for bath accessories and additives. This can perhaps best be seen on the Continent and in the USA where a "bath bar" is a prominent feature of most shops and department stores.

Estimated value of the UK market last year was £13.5m and general expectations within the trade are for this figure to rise considerably during 1973. Nicholas Products say their Radox salts and Radox liquid are already showing an increase over the same period last year. It is these liquids and gels which are said to have the greatest growth potential, with most of the product launches happening within this

group. And what of the future? Nicholas are predicting a trend towards lemon and other "fruity" fragrances. But back to the present—and what the customer wants now.

## So what's the difference?

The sale of bath cubes have suffered since the introduction of other, perhaps more sophisticated additives, but nevertheless cubes are still an efficient, pleasant way of softening and perfuming the water. Ingredients of bath cubes are basically the same as those used in salts and crystals. They are first granulated with starch and a binding agent. The granules are then compressed into cubes in a hand-or-automatic hydraulic press. Packaging for bath cubes is important because of the need to protect the ingredients from atmospheric

humidity and sunlight and aluminium foil ply is used extensively to provide the necessary protection.

Foam or bubble baths may have a cleansing and/or deodorising action and can also help keep the temperature of the water constant by the layer of foam present; as well as adding colour and fragrance. An added advantage of most foam baths is that they often prevent a ring of scum being left in the bath afterwards. This type of bath additive can be sold in either liquid, powder, tablet or capsule form and all contain one or more foam-forming surface active agents, a foam booster and/or a foam stabiliser, a perfume and a perfume solubiliser plus an emollient. Sometimes a thickening agent is included together with an humectant, and sometimes even medicinal herb extracts to produce an astringent effect and/or relieve minor ailments.

A more recent introduction has been the foaming bath oil in an attempt to combine the lubricating qualities of an oil with the "bubbles" of a foam bath. An obvious advantage is that these products should eliminate the scum mark.



Another product which belongs in this group is the body shampoo which consists mainly of soap substitutes and natural oils. They are said to be more popular with those who prefer to take a shower, particularly men who might feel the body shampoo has a less effeminate "ring about it" than a foam bath or bath oil!

And so to bath oils, which of all the bath preparations available, probably have the highest concentration of fragrance. The most highly perfumed usually come from one of the fragrance houses and are meant to compliment their whole range of perfumes. Bath oils themselves usually fall into two categories: those that float on the top so the bather emerges from the bath with a film of oil on the body, and dispersible oils which are soluble in water and can often also cleanse the skin as well as moisturise it.

Bath essences form a very small part of the total market, and most of them are made by the well known fragrance houses and their principal function is to perfume the bath, and hopefully, the bather too!

Which bath additive does a customer choose from the bewildering variety available—and why? Perhaps a customer profile might help:—

**The Wallower**, who intends to make the most and get the best out of his or her bath! The wallower often enters the bathroom with a radio, magazines, Martini and anything else needed to make bathtime memorable. Time is no object and luxury the ultimate aim. Recommend a rich bath oil in their favourite perfume such as Tweed foaming bath oil, Fabergé bath oil, Fenjal creme bath or Tabu bath foam.

Milk baths have always been synonymous with luxury since the days of Cleopatra when she was said to have bathed daily in asses milk. Fortunately, there is no need for the same dedication today as most cosmetic companies now include milk baths in their range. Choose from Revlon Moon Drops powdered bath milk, Gala Affair milk bath, Estee Lauder's Youth Dew creamy milk bath or Country Lover milk gel from Nutress Laboratories. For the more exotically inclined there are Max Factor's bubble bath seeds in the Wild Musk fragrance, Fabergé's sponge ball set which includes a do-it-yourself oiling can and luxury sponge, Helena Rubinstein Emotion bath creme, Dr Payot Amnioderm Bain Moussant Relax or Morny's new Recreation Nature Bath in the egg-shaped bottle.

**The Clock-Watcher**, feels guilty about wasting time and wants the quickest possible "dip" without any frills. The best product for the clock-watcher is a foam bath with cleansing properties that leaves no scum mark so he or she can be out of the bathroom in a flash! Choose from Desert Flower bubble bath, Depth Charge, Goya Meadowsong or Aqua Manda foam bath, Cusson's Blue Hyacinth bubble bath, Bronnley Zinnia bubble bath or Cardinelli's foam bath to name but a few.

Other suitable products for the "no time to waste" bather is a bath foam incorporating a deodorant such as Aquasil from Ciba-Geigy which contains Azulin, a gentle deodorant. When there's only time for a shower, then a body shampoo is the answer such as Reckitt & Colman's All Over Softly, Vivelle's body shampoo,



*Courtesy of Sweet Sue*

the new one from Rose Laird or Cedar Wood body shampoo for men from Goya which can also be used by women. An all-purpose product is Bonne Bell's Super Shower 2000 which can be used as a liquid soap, bubble bath and shampoo—enough to gladden a clock-watcher's heart!

**The Nature-Lover**, who wants to lie back and be reminded of mountain greenery, freshness and herbs—even if she's in the heart of Balham! This particular group can probably claim the most product launches as "back to nature" has been the order of the day in most of the toiletries/cosmetic areas. Recommend Badedas with the well known "horse-chestnuts formula," New Dew foaming bath essence, Radox liquid pine herbal bath, US herbal bath, Three Wishes woodland herbs or wild flowers, Bronnley's pine bath essence, Morny sandalwood bath foam, Taylor of London Pine bath essence, Country Lover bath gel, Rosedale herbal bath, French of London herb baths, Helena Rubinstein's Herbessence, Estee Lauder's Azuree mint pick-up bath, Floris bath essence in lily of



*Courtesy of Floris*

the valley or jasmine, Baby Bird feather-bath, Elizabeth Arden's Seaqua foaming sea bath or Norsebad from Nicholas.

**The Sufferer**, could be suffering from anything—a bad day at the office, minor aches and pains and needs a tonic and pick-me-up. Choose from Radox bath salts, Fynnon Spa or Sona which are all recommended for tired, aching joints. Other products include Roger & Gallet's Bain Tonique, Estee Lauder's European mineral bath salts, Goya's Meadowsong tonic foam bath, or Neydharting Moor peat bath.

**The Young-at-heart**, looks upon bathtime as fun and could be anywhere in the 2-82 age group! Products which contribute to the fun are Matey bath liquid from Nicholas Products and Rubert Bear bubble bath from Morny. Then there is the floating hippo from S. Norton, a bubble bath piggy bank from André Philippe and the colourful dolphin bubble bath from Jean Sorelle, all of whom produce a wide variety of bathtime novelties.

### Bathtime facts

- ☐ Almost everyone baths at some time—in a recent survey.
- ☐ 13 per cent claimed to bath every day  
22 per cent 3-4 times a week  
32 per cent twice a week  
20 per cent once a week  
1 per cent less often  
2 per cent never.
- ☐ Facilities have been improving—73 per cent of homes have hot water indoor bathrooms for their exclusive use—another 12 per cent share and another 3 per cent have the use of a hot water tap only.
- ☐ Showering is a minority habit—only 7 per cent claim to take a shower regularly.
- ☐ Bathing as a regular part of the beauty routine in the UK is a rapidly developing habit, but we lag behind some other countries. The most bath-enthusiastic countries are Germany and Switzerland who spend *twice* as much per annum on bathing preparations, Canada (50 per cent more than the UK) and surprisingly low in the stakes the USA. (30 per cent more).
- ☐ The two prime effects wanted of a bath liquid are soft, smooth skin (rated first by 71 per cent of women) and bubbles and foam (rated first or second by 66 per cent of women). The other important features are perfume, water softening, refreshing, cleansing and moisturising.
- ☐ Softness of the water varies from very soft (Scotland, Lancashire), slightly hard (Wales, Yorkshire) to very hard (London, Anglia and Southern).
- ☐ One third of women stay in a bath "just long enough to wash". Another group (similar in size) look for some kind of entertainment—reading and listening to the radio are the most popular.

### Bar of your own

As the choice of bath additives becomes more and more fanciful, a "bath bar" becomes an effective method of conveying to the consumer how enjoyable a bath can be. Why not try a small bath bar yourself, perhaps picking a "nature lover" theme one week and a luxury, bath oil display the next week. At least you'll have fun trying to pick out the wallowers from the clock-watchers!



# BUBBLING OVER WITH SUCCESS! IN JUST ONE YEAR, NEW AQUASIL® JOINS THE LEADERS.

Sales of new AQUASIL® luxury bath have soared to a new peak!

It's now an established bathtime favourite all over the country, following intensive nationwide TV and Press advertising. In the Southern TV area alone, AQUASIL® sales have doubled during the past twelve months! We're splashing out with more national TV at Christmas time — commercial radio, too, in London — so be sure you can meet the ever growing demand. Stock and display AQUASIL® luxury bath now!



CIBA-GEIGY (U.K.) Ltd., Simonsway, Manchester M22 5LB.



# Stock Badedas this Christmas and see what happens.



Christmas is a time for Badedas. The romantic, mysterious bath gelee that everybody loves. No wonder it's known as the universal gift. Badedas at Christmas will mean a happy new year for you too — as far as profits go.

Pre-Christmas Badedas sales for 1972 showed a 28% increase over the same period for 1971. And this year promises to be even better. Remember a third of all bath additive sales are at Christmas! So stock up now and let it happen.